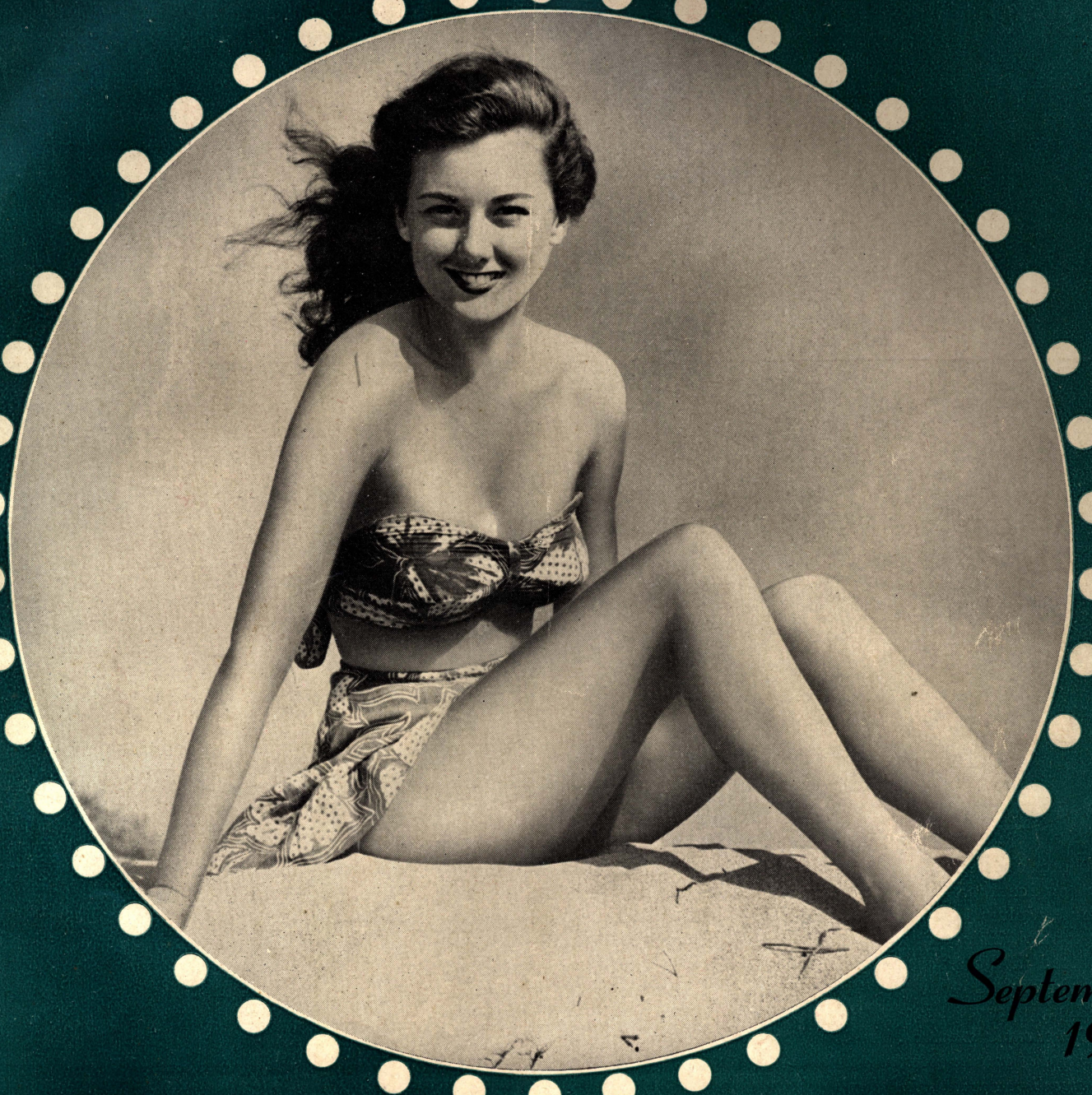
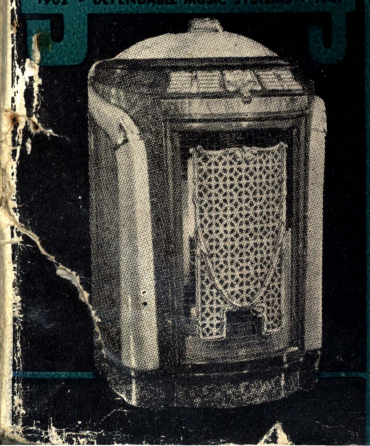
THE COIN MACHINE REVIEW



September
1947

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1947



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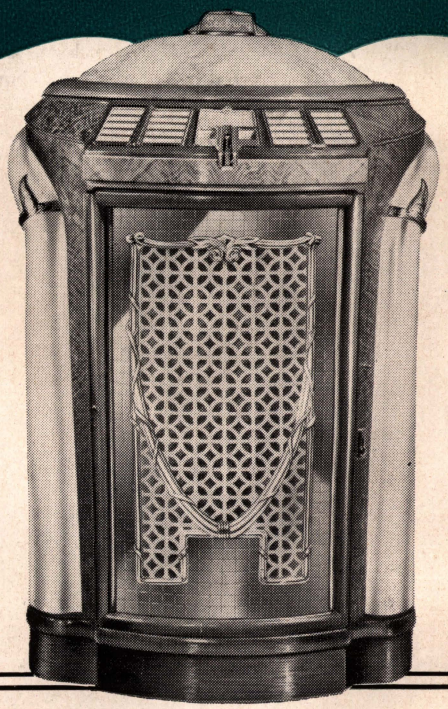

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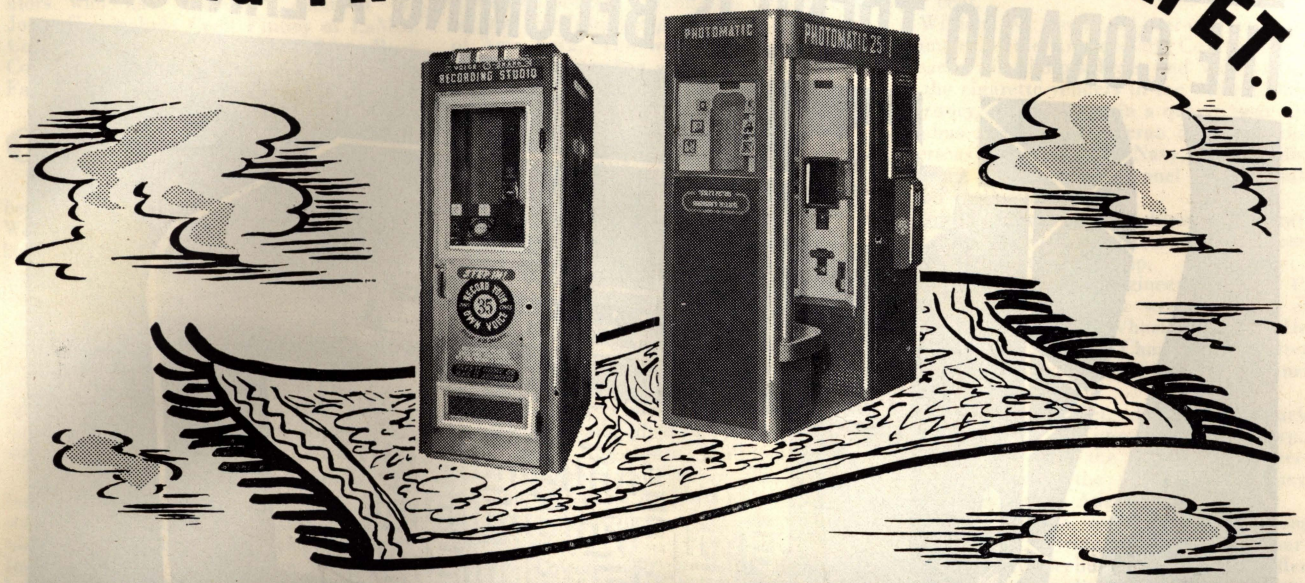

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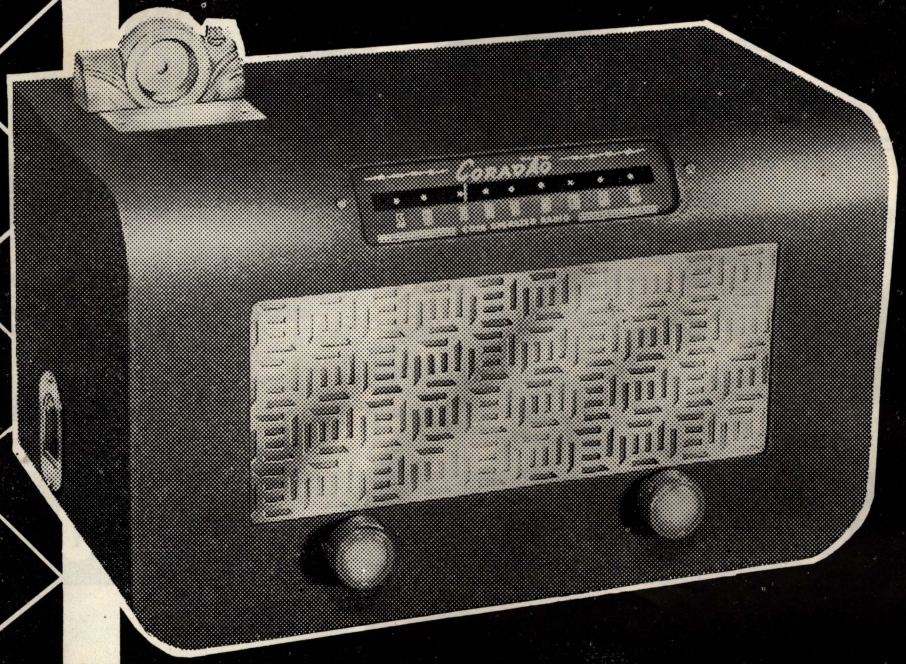

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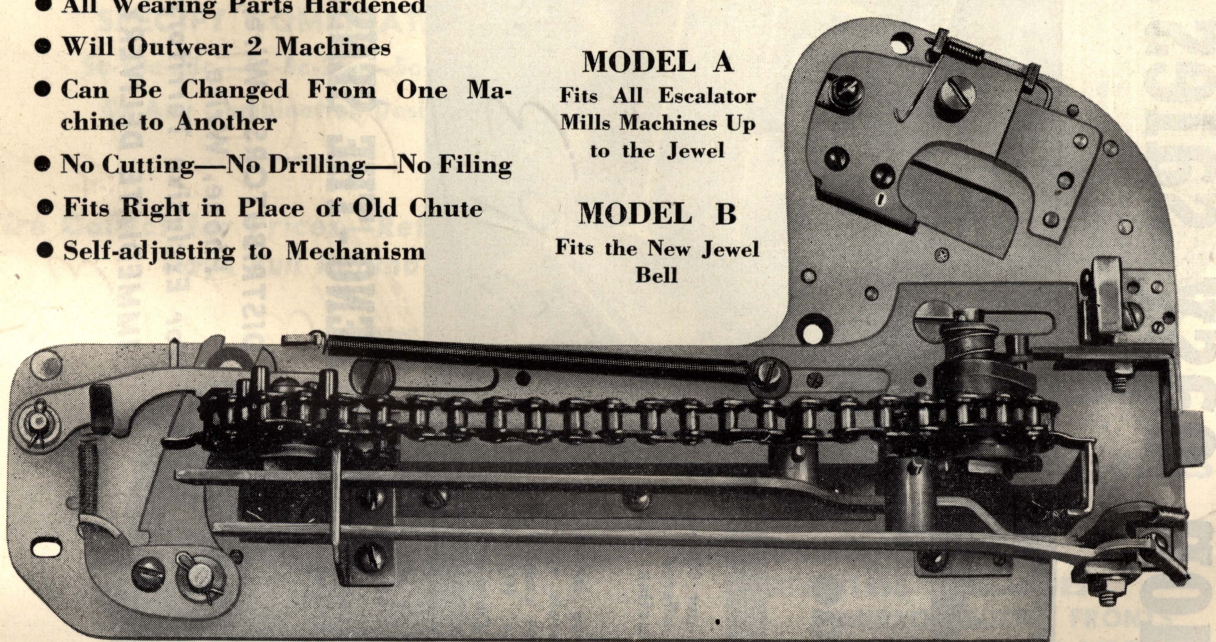

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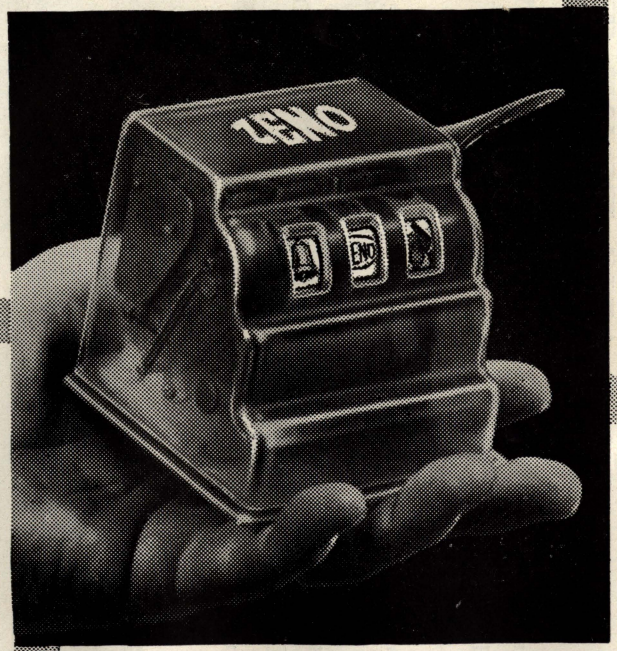

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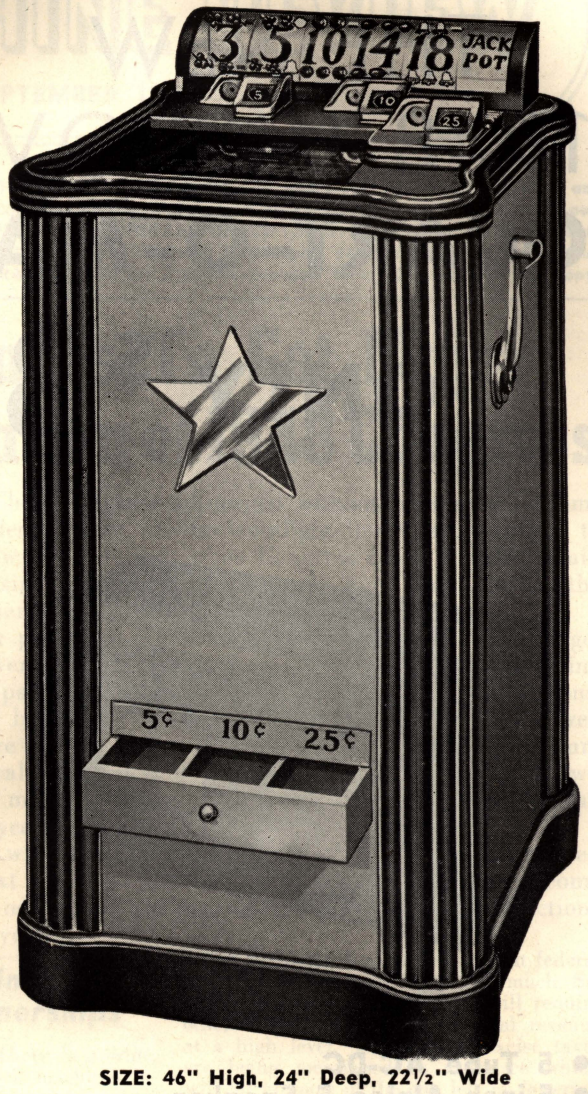

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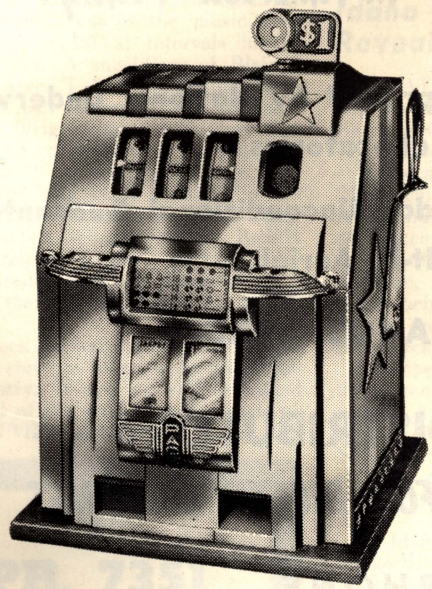

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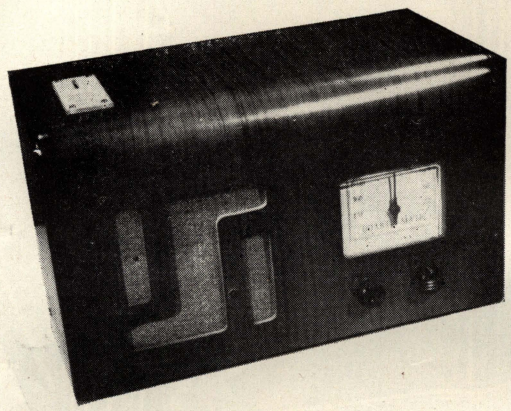

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THE COIN MACHINE REVIEW

SEPTEMBER 1947

The 170th CONSECUTIVE MONTHLY ISSUE

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BUSINESS REVIEW . . .

The hot summer season is usually a transition period during which the country gets set for increased activity after Labor Day. This is what happens in a normal year and there were many signs of a return to normal during the summer of 1947.

Business reports of most of the large corporations for the first six months of 1947, were available for study during the summer and for suggestions as to probable trends during the second half of the year. Among these financial reports are those of a number of large suppliers of merchandise to the vending trade.

The number of corporations now considered directly a part of the coin machine industry is increasing fast, and the stocks of some of these appear regularly on the stock market pages. The quarterly, semi-annual and annual reports of these firms is now a part of the trade news.

Automatic Canteen Co. had an annual report out during the summer. American Vending Corp. registered 145,000 common shares with SEC and its reports will always be interesting. Aireon and Wurlitzer are two well-known firms in the music field whose reports appear at intervals in the financial papers. A subsidiary of Blair & Co. has purchased T. & C. Co. and now popcorn vendors will be represented in financial circles. Wrigley has a subsidiary that operates vending machines; Ex-Cell-O is now definitely in the vending machine field. Coca-Cola has long been included in the ranks and other soft drink firms are being added. Although General Electric, Bendix and Westinghouse make machines for others, the trade has pretty generally come to consider them as member firms in the industry.

So, the stock market pages and financial reports will come to mean more and more to the Industry. It may as well be added here that all of the semi-annual reports of

(See BUSINESS REVIEW, Page 16)

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Excise Taxes To Get Major Consideration of 1948 Congress

WASHINGTON—When Congress adjourned without passing an income tax law over the presidential veto, the tax spotlight immediately shifted to plans under way for new tax proposals when Congress comes together again next January. Political signs point to a battle over the question of shifting the emphasis to excises rather than income taxes for federal revenue.

The two income tax proposals which passed Congress but failed to get presidential approval were considered chiefly as a football in maneuvering between the two major parties for advantages in the 1948 national elections. All tax bills that come before the next session of Congress will have even greater political pressure applied to them, but the point of political pressure will be different. Political observers said the rate changes proposed in the two bills lost this year were meant to get campaign contributions, but income tax changes proposed next year will be aimed at getting votes.

Since the votes rest with the masses of wage earners and small salaried people, the tax bills next year will promise greater relief to the low income groups. If government needs will permit, some real income tax reductions may be expected next year.

But the outlook at present is that federal revenue needs cannot be cut too much. So, to cut income taxes at length will require other sources to keep the federal revenue at a high level. That is why excise taxes are being mentioned as a source which will fill up most of the gap left by lowering income taxes.

Political winds will also favor excise taxes next year because they can be collected as a manufacturers' excise and hence become indirect taxes to the consumer. It is taken for granted that the mass of voters will prefer a hidden tax to the present high income tax rate.

In a report on one of the tax bills that came before Congress this year, one type of coin machine was mentioned, so it can be taken for granted that coin machines will be mentioned more than once when bills come up next year. The House Ways

Idaho Bell Licensing Reveals Odd Ownerships

POCATELLO, Idaho — There is a wide field in the ownership of bell machines in Bannock County, it was disclosed by a survey of the situation made at mid-July.

In Pocatello, the county seat, there are 238 machines owned or operated by 62 different individuals who have applied for the $600 licenses.

Most of the operators have more than one machine, but the average is about four—there being one nickel, one dime, one quarter and either one dollar machine or an extra nickel or dime machine.

One operator, Danny Pullos, who operates the Green & White Cab Co., and two beer parlors, has 12 machines under his name, while another, Frank Mayes, operator of the Solo Cigar Store, has 10 machines. Two others have eight machines licensed to them; they are George Thompson and George Cacavas.

In Idaho Falls, 60 miles farther up the Snake River, the situation is much the same with 137 machines being licensed. A check of the smaller towns in each county as well as others in the Snake River Valley shows that each individual village is operating its own licensing system under the state law, and the license varies according to the ordinance of each community.

* * *

Definition of a honeymoon: A brief interval of nuptial ecstasy that lies between the preacher's pronouncement and the morning paper propped up at the breakfast table.

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and Means Committee, in a report on the House bill that cut excise taxes on four consumer items including jewelry, said the new proposal would not apply to coin-operated phonographs.

During a long period of hearings before the Ways and Means committee, and various subcommittees, there were many pleas for lowering, and in most cases removing the present excises. They are generally regarded as war taxes and the plea is made that they should no longer be collected. The radio industry made its plea for removing the fees on radios and phonographs. Every industry that pays an excise made pleas during the first half of this year that such taxes be reduced or removed.

In these hearings, it may be taken for granted that a lot of data was filed with Congressional committees on why the excises should be removed.

Now that Congress has adjourned, hearings and investigations will go right ahead, for Congressional leaders are planning on a new omnibus tax bill to be introduced next January. The Ways and Means committee plans to begin meetings in November. The chairman of the committee also appointed a special committee of business men that will study taxes during the months ahead. Members of the special committee are said to favor excise taxes as against income taxes.

A Senate committee also approved $30,000 for a special committee to study taxes, especially the overlapping of federal and local taxes. The Treasury Department has been making reports for months on tax questions and will continue to make reports on special questions. A Treasury report on excise fees collected on telegrams suggested relief should be extended to the communications firms.

Thus, it will be seen that ample committees and special committees, and also the Treasury Department are at work on various tax questions, and a lot of reports and recommendations will be made to Congress by next January. Industries that have excise tax problems will need to get in their pleas before one or all of these committees.

Some reports said the pleas for removal of excise taxes increased when Congress adjourned.

The Gearhart bill, introduced in the last session of Congress, may give some hint as to the direction new excise proposals will take. This bill proposed to remove all the present retail excise and also manufacturers' excises, and substitute a new general manufacturer's excise of 10 per cent on all manufactured goods except food, tobacco, liquor and electrical energy. The present excises on liquor, beer and tobacco would remain.

Such a law would probably repeal the present federal tax on coin machines since it is paid by retail locations. The manufacturers' excise on phonographs would fall and then be re-applied in the new general tax. In fact, such a proposal would place the general excise on all machines at the factory.

But there has always been some question about the exact status of the federal tax on coin machines. The original law was passed in 1941 and hence is not a war tax; phonographs were added by amendment in 1943 and that part of it may be considered a war tax.

Unless the industry makes strong pleas for dropping the tax, there is danger that it may be let stand just as the Gearhart proposal would let liquor, beer and cigarettes stand.

The coin machine industry has a sound plea for dropping the federal tax because so many states and cities collect taxes on the machines. Coin machines should be left as a source of revenue to the state and cities, because collection of the federal tax is expensive and troublesome.

While pleas are being made by various industries for repeal of excises, strong pleas are also being made that Congress set up definite standards to guide Treasury officials in making rules and regulations about collecting excises. It was the regulations issued by the Internal Revenue Bureau that gave the amusement games trade the most trouble, after the federal tax went into effect.

At the present time, there seems to be disagreement among the leaders of the majority party on the excise tax question. Chairman Knutson, of the Ways and Means committee, is on record as favoring lower income taxes and a more general spread of excises. The special committee which he appointed is definitely stacked in that direction. But Senator Taft has proposed that federal excise taxes be cut two or three billion dollars. Taft also suggests that excises come up next year, just as soon as Congress has reduced income taxes.

Federal taxes collected for the fiscal year just ended, June 30, will be quoted pro and con during the coming battles. Income taxes reached new highs during the last fiscal year and there is certain to be big reductions in the income tax field. Practically all the excise taxes showed good increases over the previous fiscal year, except liquor.

Coin machine revenue for the fiscal year ending June 30 amounted to $20,432,233.

"Eureka" Revived by Bally

CHICAGO — Originally introduced in 1938, *Eureka*, the free-play pin table, has been revived by popular demand. Volume production is now under way.

"*Eureka* operators not only requested that the new game retain the profit-proved features of the original," says George Jenkins, Bally vice-president and general sales manager, "but also insisted on the use of the original name. We have added the ever-popular A-B-C-D feature in the 1947 *Eureka* as well as the old favorite spell-name feature."

Eureka can be converted from multiple-coin to single-coin operation, and one, two or five ball play.

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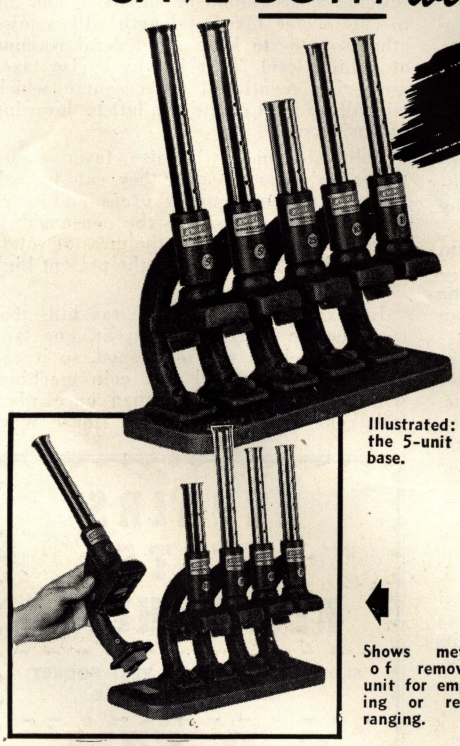

Illustrated: the 5-unit base.

Shows method of removing unit for emptying or re-arranging.

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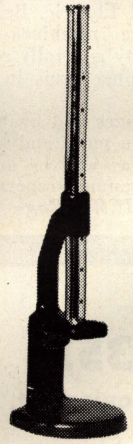

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New Maryland License Law Specifically Legalizes Games

by Walter W. Hurd

A new law was added to the statutes of Maryland, really a new section under the general title of "Licenses." The section itself bears the sub-title, "Pin Ball Machines" and becomes one of the latest state license systems set up for amusement games.

An analysis of postwar legislation on coin machines should be helpful in giving a clue to probable trends and the way in which state legislatures may be thinking. It may be assumed also that every new license law that goes into effect will set up some kind of precedent and will be referred to when other legislatures come to consider the licensing idea.

Every statute also has some good points in it and can be used by the trade as argument against unfavorable proposals that are always cropping up in the various states.

The new Maryland pin ball license went into effect June 1 and the trade by this time has had a small amount of experience with it. One prominent coinman in Maryland said the law has been accepted as fact, but that men in business nowadays do not welcome any additional taxes, of whatever nature they may be.

This is an expression of an attitude that runs through all business today. The total tax load is so heavy on business enterprises that no new tax is welcomed, even though there may be some gains in a particular license system.

License proposals for pin ball games in Maryland have a long history, extending back into the early history of pin ball games. In those early days of pin ball, the trade was anxious to establish the legality of the new form of amusement and the logical way to do it seemed to be to get states and cities to pass license laws that would settle the question of legality.

State licensing spread to a number of states but, due to the many involvements of law and legislation, many of the license statutes placed a tax on amusement games but did not legalize them.

It is now very interesting to note that the new Maryand law does specifically legalize the two general types of amusement games which are covered by the license system.

One paragraph in the new law says:

"The maintenance, possession and operation of machines of either of the types hereinbefore described, and the awarding of free games to players of said machines, as above set forth, are hereby declared to be lawful, when such machines are duly licensed in accordance with the provisions of this section, any other provision of the law notwithstanding."

That is as clear a statement on legalizing the games licensed as could be asked for, and it looks as if the long fight many of us put up for definite legalization of games is bearing fruit.

The Maryland law will thus give much new force to the argument that if states and cities are going to tax amusement games, then the laws and ordinances passed should definitely legalize the machines licensed. The trade has been hurt by too many instances in which a tax has been placed on machines, but they were still subject to being called illegal at any time.

Viewed as a whole, the Maryland statute is brief and simple enough, by comparison with some other state license laws. The form in which laws are written, of course, depends so much on custom and precedent in each state that there is little the trade can do about the complex bills that often show up, and sometimes become law. The law under consideration happens to be a section in a general state license system and that means a lot of the general provisions that might appear in license bills are already taken care of in the general sections of a law that has been in effect for years.

The pin ball license that once existed in New York City was an outstanding example of the brevity that can be used to license games. The pin ball provisions were simply a short section in the general city license statute.

Many states now have a general business license law and in such states, if a license proposal for pin ball comes up, the simplest plan would be to add a new section in the general statute. But legislation must take a course peculiar to each state or city, so in most cases there is not much the trade can do about it. It is always good argument, though, to plead for simplicity and brevity.

A very commendable feature in the Maryland law is that it confines itself to two general types of machines, strictly in the amusement field. The trend in state legislation for

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so many years with respect to coin machines had been to set up an all-coverage statute. It is well known in the trade how such inclusive statutes have worked hardship on some types of machines.

All too often the three general types—amusement, music and vending machines—would be included in a general bill placing a taxation rate on each type. Time and experience has shown that it is almost impossible to adjust tax rates properly on such a wholesale scale.

Even if vending machines were omitted from some of these general bills, music machines would be included in a proposal to license amusement games. The injustices which some of these laws have worked are now a matter of history.

The trade should be prepared to take such precedent as the Maryland license law and use it as argument for including only one general type of machine in license proposals. As time goes on, the three main branches of the industry become more and more differentiated and therefore should have separate treatment in any type of legislation that comes up.

The new postwar trend in which operators of vending machines tend to become a part of the soft drink, candy, or cigarette trades may put a new slant on legislation affecting vending machines in the future, and also create new legal problems for the operators involved.

Maryland has generally shown a tendency to keep the principal types of machines separate, although some all-inclusive bills have come up. A music license law was kept separate from games and other machines. An unfortunate type of law for taxing vendors was also passed once, inspired by the "opposition" to vending machines, but the law lost in court.

Now a new law relating only to amusement games, as separate and distinct from all other types of machines, has gone on the books in the state. Such types of legislation will prevent some of the unfortunate situations that have arisen in which one group of the Industry would be fighting at cross purposes with another group.

The ever-increasing costs of operation, and the overlapping of so many taxes of different kinds, now make it necessary that all tax proposals be resisted. But still it seems impossible to prevent the spread of new tax laws, and if they must come to the coin machine trade, then the best plan is to frame laws that relate to only one type of machine as much as possible.

Let's hope that Maryland has really set a precedent on this point.

The statute calls them pin ball machines and gives the term rather broad coverage. In trade terms, it includes free-play pin ball and also console machines, even the ones with spinning reels. Due to the continued use of the term "free play," it could be argued that the statute does not cover simple novelty games without free-play features.

The statute provides that no free-play pin ball machines, "as hereinafter defined," shall be operated without a license. It also makes the same requirement for free-play console machines. Thus, there are two general types of machines included in the license plan.

As to definitions, "a free-play pin ball machine" is one that accepts one or more coins, releases one or more balls for the use of the player, to be propelled by means of a plunger. If the player gets certain scores or combinations of scores, the machine rewards the player with a specified number of free games, "allowing the player to continue to play the machine without the insertion of additional coins or tokens."

That is a good definition of a free-play game and definitely covers the full use of free plays. Payouts, of course, are forbidden with both types of machines. The statute mentions payouts in coins or tokens and bans them.

A free-play console machine has the mechanism encased in a wood or metal cabinet, with a backboard upon which are certain combinations of numbers or symbols which the player must match. The insertion of one or more coins by the player releases the mechanism and causes two or more reels to spin. If the reels stop on specified combinations, matching those on the backboards, the machine rewards the player with a specified number of free games. It allows the player to continue to play the machine without the insertion of additional coins or tokens. Payouts in cash or tokens are banned.

Both types of machines include one-balls. The mention of backboards and spinning reels in the definition of console machines will attract attention among operators.

The possession as well as the operating of such machines for public entertainment or gain, and also the awarding of free games, are declared to be lawful by the statute.

The question of children playing the games is handled by drawing the line at 18, young people under that age being banned. Difficulty is always apparent in such restrictions because it is hard for location owners, and practically impossible for the operator, to enforce the ban. Notices can be posted to that effect, and in that way help enforce the law.

The Maryland law specifies that the party "operating or possessing any such machine" should not permit any person under 18 to play.

Who is responsible for paying the license fee under the Maryland law? The statute requires that the party "keeping, maintaining, possessing or operating" the specified machines is responsible for violations. Evidently, this pretty broad coverage of responsibility was inserted so that either the owner or the location owner where machine is placed could be held responsible. The letter of the law seems to lean toward the location owner as the one chiefly responsible, but in trade practice the man who owns the machine takes care of tax matters through mutual arrangement with location owners.

The fees are average, in comparison with other license laws in states and cities. In modern times they may be considered as reasonable. The license fee for the free-play pin ball machines is $10 per year, and a $25 fee is required for the console type. The fee can be prorated monthly.

The statute also makes the fair provision that the license is transferable to any machine of the same type. Fees are paid to the county clerk in each county where the machines are located. In fact, the statute conforms to Maryland precedent and gives importance to the county. A closing paragraph says the license applies to Kent, Queen Anne's and Caroline Counties only.

The fiscal license year begins May 1 each year, so it will be another eight months or more before reports are available on the first years' operation of the law.

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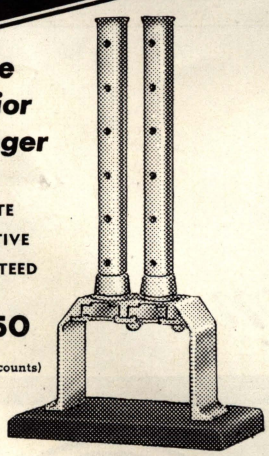

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This attractive chrome finished changer is of all metal, precision machined construction. Available with either 5c-5c or 1c-1c tubes. A flick of the finger automatically dispenses either 5 or 10 coins in the palm of your hand. Fully tested for accuracy. Capacity is $13 in nickels. Has a heavily weighted non-slip base. Sold on a money-back guarantee.

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SEPTEMBER TURNING. Habit has fixed it so that we all expect a turning, preferably a business pick-up, after Labor Day. This is the normal course in normal years, and this year it will be just another proof that times are getting back to normal. A general lookout for business signs has been kept this year throughout the country. All seem to agree that general business and employment are at high levels and, if there is danger, it is inflation danger. High cost of living will be a big campaign issue next year, if it continues at high level.

BACK TO NORMAL. The Coin Machine Industry seemed to be getting back to normal, perhaps faster than the country itself. Trade news was generally very quiet during the summer and manufacturers and distributors used the word, "Slow," in describing business, just like in the old days. Trade reports from various cities read more like the normal days before the war; some machines have dropped in play while others have shown increases. Missing in all the reports are the old complaints of cut-throat competition. Times won't be fully normal till that all comes back. The Industry is a lot bigger now than before the war and that is something new to consider in analyzing trade reports.

CUP VENDORS. The type of machine that seemed to take the lead in progress made during the summer was the cup type of soft drink dispenser. Bottle types are standard and were being placed over the country as fast as the factories could produce them. Cup machines are newer and their progress was speeded up this summer by announcement of new machines by important manufacturers. The new machines add much to the outlook for this type of machine, and by next summer production should be high enough to see them placed widely over the country. The march of the cup vendors was aided by machines for dispensing coffee and juices, also using paper cups.

PUBLICITY. Summer quietness also seemed to settle on the publicity given to the trade in the press. Radio mentions kept up a good ratio, but press mentions seemed to drop off or else I missed them. Radio News, August issue, page 56, had an interesting article on coin radios. Hotels, tourist cabins and hospitals said to be best locations of some 60,000 coin sets in use. National Bottlers Gazette reportedly will soon issue a group of five articles on soft drink vendors. Philadelphia music operators are trying for a good publicity story in Life.

RECORDS. The authoritative Printers' Ink said recently that the public is beginning to complain about poor quality of records, discs warping easily, high prices of albums, etc. Recently, record retailers in New Jersey appealed to manufacturers to limit retail outlets in future since state already has too many dealers. After declines in April and May, probable record output for 1947 was revised downward from 400,000 to 300,000. The best guess at what 1947 output may be still stood at 300,000 in mid-summer. Entry of Rudolph Wurlitzer into record manufacturing for their retail stores attracted attention among phono operators.

COIN WASHERS. Coin-operated washing machines seemed to get more publicity recently than other machines; some of the washer publicity was unfavorable but this seems to be passing over. The washers also got some excellent publicity, especially in the financial papers. The move of the "opposition" against washers on sanitary grounds may cause trouble at intervals, as part of a planned program. Operators of the coin laundries will need to give special heed to sanitary regulations.

NEW MACHINES. Theoretically, new machine announcements would slow down

The NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6 (Phone: FAirfax 1107), Calif.

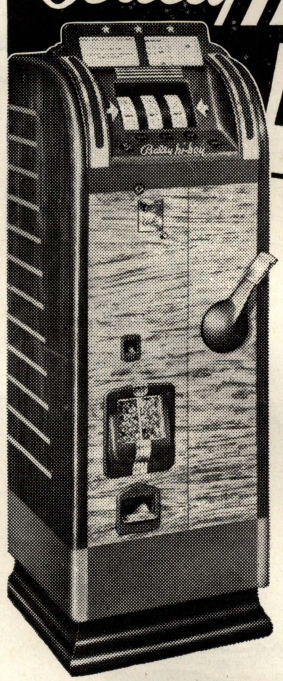
during the summer. But there was apparent activity in the games field to get some new ones into the field, ready for the expected fall pick-up in September. During a four-week period right in midsummer there were a half dozen new pinball names before the trade. This is good news for it means the amusement games field is not stagnating. The engineering departments of manufacturing plants are very busy; if events follow their usual course, there will be a lot of new machine announcements during September and October. Although some important new vendors were announced during the summer, some others are still delayed due to difficulties in getting materials.

LOCATIONS. Official reports began to show traffic declines in some of the most popular types of locations early in the summer. The locations listed in the decline early in the summer were restaurants, taverns, drug stores and cigar stores. Government reports are practically two months late, so current information is not available. Some sources indicated tourist travel boosted traffic in the above locations considerably during the summer. The rate at which the establishments are being opened up has declined this year also, so that the total number of possible locations for coin machines may now become pretty well fixed. A total increase of 25 per cent had been anticipated in retail establishments in two or three years after the war's end.

SMALLER TOWNS. Two trends now current are said to assure a higher business level in the smaller cities and towns in the future. For the smaller cities in farm areas, everybody is well aware that farm income is at top and seems likely to stay high for another year or so. Big business has taken note of this and says the place to go is into the smaller cities for trade. Maybe the coin machine trade can follow this trend. Also, the New York Journal of Commerce says surveys have shown conclusively that big industries are already decentralizing and will seek the smaller centers in the future.

OUTLOOK. Experts agree that the outlook for business during the rest of the year is very favorable. The Coin Machine Industry has the same bright outlook for the balance of 1947.

NEW CLUB-TYPE CONSOLE BELL
Bally hi-boy
WITH HOLD & DRAW FEATURE



DRAW new crowds of players and HOLD the play by the hour with HI-BOY . . . the bell that easily earns double the revenue of old-fashioned bells. Luxurious club-style console makes HI-BOY an ornament to the finest location. Simple, rugged mechanism insures years of trouble-free operation. Built in Nickel and Quarter models. Order HI-BOY today.

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SCORING 5000 TO 50,000
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WILD, WIERD ACTION
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2 SPECIAL BUMPERS
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SCORES 10,000—RETURNS BALL
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Pre-war EUREKA games in operation since 1938 are still earning pay-table profits in free-play spots. No wonder operators demanded a new 1947 edition EUREKA! Here it is . . . with all the profit-proved EUREKA features, plus new repeat-play features, new flash, new and improved post-war mechanism. Order EUREKA today.

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COIN MACHINE REVIEW 15 FOR SEPTEMBER 1947

BUSINESS REVIEW

(Continued from Page 9)

the larger firms show favorable progress, reflecting the soundness of the firms and also the healthy condition of business in the U. S.

Many predictions about the second half of 1947 were made by business leaders during the summer. Some of them, such as the National City Bank report, urged certain cautions. Everybody seemed to agree that a recession had not yet set in, and also that inflation is likely to mark the course of the country for the rest of the year. A real post-war boom has been under way for two years and seems likely to continue into next year.

Two of the so-called props to prosperity began to weaken during the summer and this caused many leaders to set up caution signs. Inventory buying was a big reason for post-war prosperity and such buying began to show signs of weakening in May. Our big export trade has also been one of the strongest props to a business boom and it began weakening during the summer. But high industrial activity continued and also the masses kept spending money. Cashing bonds for the veterans will also inject more government money into the business life of the country at a good time of the year.

Digest reports on some of the various factors that enter into the business life of all of us are as follows:

AUTOMOBILES—Trade reports now say supply of new cars will not equal demand for another two years yet. Prices on "used" new cars continued at a fabulous figure, although the industry took steps to prevent it. Used cars continued at a high price during the summer. Output of new cars and trucks dropped during the summer for well-known reasons, and manufacturers were trying hard to recover during August. Manufacturers announced price increases during August to cover higher steel prices and wages. Tool and die makers reported that many car manufacturers started tooling up for really new post-war cars. Independent auto makers were ahead on this race for new 1948 models.

EMPLOYMENT—Reports continue to say that business activity and employment are highest in the Chicago and lake area. Milwaukee was said, in an official report, to have the most evident labor scarcity of any city in the country. The same report said unemployment increased slightly on both Coast areas. An official report at the end of July said simply that "jobs grow scarcer in U. S. industry." Fewer factory jobs were available last May than for any May since 1940. Some reports said the whole picture of business and employment is now getting back to the pre-war pattern and that reports of spotty unemployment will increase. The whole picture of U. S. business, however, was one of peak activity. Employment stood at a peak level also. But here and there definite signs of leveling off were showing up. The physical volume of retail sales has been dropping since February.

FARMERS—Even with the haphazard fortunes of the corn crop, most crops for 1947 promise to be abundant and prices are also advancing. Official reports say the level of farm prices rose two per cent during the summer. Business in the smaller cities and towns should be better as a result.

EXPORTS—General export trade began dropping in June and caused business leaders to begin to worry, because our unusual export trade was one big reason for a business boom in the U. S. England's plight grows worse day by day and this means Europe generally. Sweden began loosening up on some import restrictions, but dollar shortage grew worse over most parts of the world. Even Canada and Mexico are said to be hunting dollars wherever they can be found. More restrictions on U. S. goods must be expected in South America, although Chile has made new agreements to take goods. The Port of Houston is enlarging its shipping facilities.

GASOLINE—The summer was marked by steps to prevent a real gas shortage from developing; the increased summer demand made the problem more acute. The major oil companies began allocating supplies. Prices were advancing during the summer also and part of this was said to be due to state taxes. Tourist travel was at a record level and the American Automobile Assn. asked motorists to "take it easy" during the summer and save gas by driving slower. A car at 60 miles per hour burns 58 per cent more gas than at 40 miles per hour, the appeal said. Gasoline production and consumption were both rising during the summer. A Senate inquiry started in Chicago Aug. 21 to consider whether small independent stations were getting a fair share of gasoline. The oil industry says definite plans must be put into action to prevent a shortage this winter.

GENERAL OUTLOOK—The National Industrial Conference Board surveyed business leaders on their views of the general business outlook for the second half of 1947. Views and predictions varied considerably, but most business leaders were for "greater conservatism and more cautious buying" during the rest of the year. Only one out of ten heads of firms expects orders to exceed shipments during the rest of the year. About one-third of the executives expect sales to increase during the second half, as compared with the first half of the year. More than half of the firms expect

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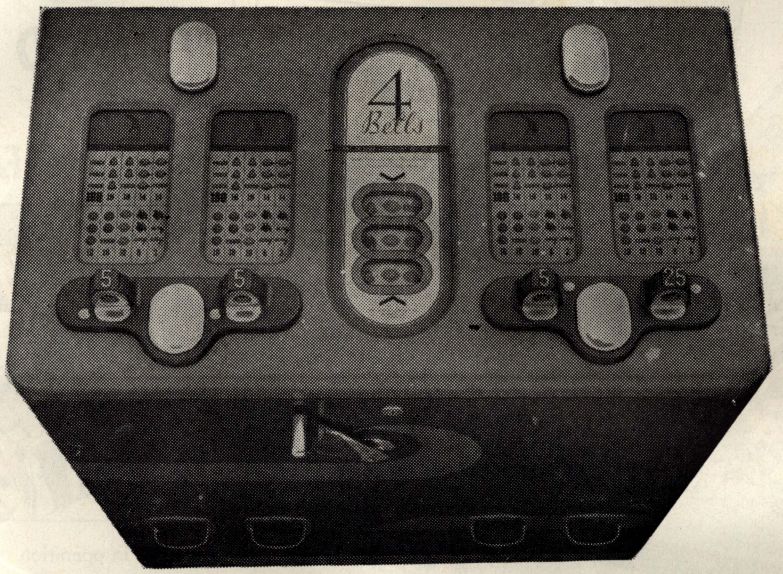

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Newly designed Coin Heads, Ash Trays and Top Glasses.
New Pay Combinations: One Cherry pays 2, Two Cherrys pay 6, Three Lemons pay 10, Jackpot Award of 180 on each of the four selections.
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Interior has newly engineered relays that positively will not stick or fail to operate properly.
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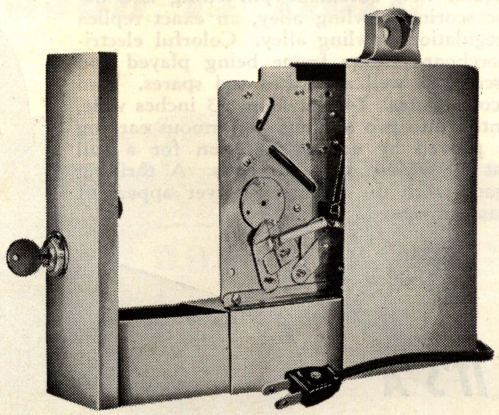
All mechanisms and cases cadmium-plated. Chrome or baked enamel on request.
Electrically operated. Completely automatic. Impossible to jar into operation. Only four moving parts. Twenty-five cent operation. One to five quarters. Intervals may be set from 15 minutes to two hours by operator. **10-Cent Timers Available on Request. Timers adapted to other coins on special order.**
Over-all dimensions, 7⅝ x 4⅜ x 2⅝.



RADIO TIMERS
$9.25 each, Complete
Quantity Discount
$6.50 each without Case
Quantity Discount

WASHING MACHINE Timers
$12.75 each, Complete
Quantity Discount

"Makers of Precision Coin Machine Equipment"

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business to be better than in the last half of 1946. The survey was naturally confined to major lines of business.

The general picture seems to be that most business men are optimistic about the outlook for the rest of 1947.

MANUFACTURING—Official reports showed a small decline setting in during June and continuing through the summer. The general decline in manufacturing was aided by the drop in steel and auto output. The declines in manufacturing were so small that it made little change in the general employment picture for the nation. The peak for industrial activity so far this year is still said to have been reached in March.

MONEY—Money in circulation showed declines during the summer. If you like big figures, the total circulation on July 30 was reported to have been $28,129,000,000. Hourly wages were at a high level but the work week was shorter. Savings accounts were growing, but an official check early in the summer showed that 40 per cent of the families are drawing their savings to spend.

NEW BUSINESS—For the first half of this year, Dun & Bradstreet reported new incorporations totaled 59,373, which was a decrease of 17 per cent below the same period in 1946. The rate of increase in new firms was 18 per cent in the first half of 1946, but it dropped to nine per cent in the last half. Rate of increase in firms will be slower during the rest of 1947; reason is said to be passing of war-created opportunities. In March the all-time high for business firms in the U. S. reached a total of 3,700,000.

PRICES—A new inflation wave was well under way during the summer, said to have been started by price increases on coal and steel. Higher prices on food were giving most concern to business leaders because food was taking such a big part of the consumers' dollar. Even amusement enterprises found their patronage dropping. Signs were being watched on all sides to see when adverse effects would set in; consumer resistance to higher prices was expected to increase during the rest of the year. High wage and employment levels were the chief aids to prevent serious consumer reaction.

PROFITS—Financial reports by corporations on the first half of the year were very encouraging. Second quarter results were 84 per cent above 1946 and the half year is said to have set a record for corporate earnings. The second quarter, however, showed a drop in profits below the first quarter of this year. Executives warned that costs are increasing so fast that a point will be reached when profits will drop. Some said a modest decline in present booming sales would cut profits considerably. Profits for the first half of the year varied considerably, according to industry, ranging from a seven per cent level on foods to 205 per cent on electrical goods.

RETAIL TRADE—The summer started off with retail trade at a record high level for dollar sales. One report said consumers are giving retail stores a larger slice of their record-breaking income than they did before the war. Official reports suggest that retail trade returned to normal seasonal picture this summer, based on the record high national income. Sales showed a seasonal drop in June but tourist and vacation trade during July and August spread trade into new channels. Sales by independents were showing a good percentage over last year. Eating and drinking places began to show sales declines early in the year and marked up a four per cent decline for June. Jewelry stores also had a 14 per cent decline in sales in June, as compared with 1946. Official reports show that peak dollar sales in stores for the year so far were made in February. Drug stores, filling stations and food stores made slight declines in June.

Measured in dollar sales, retail stores are now at a high level and food stores are getting a bigger slice of the consumer's dollar because of advancing prices. The experts are raising a lot of questions about physical volume of trade, but the present high dollar level is expected to continue during the year.

TOURIST TRADE—Tourist and vacation trade was at a high level during the summer, but many reports emphasized that a record crowd was not spending as much per capita as had been expected. It will be October before final reports are available on trends. Filling stations reported a record demand for gas.

TIRES—Shipments gained considerably during the first half. Major tire manufacturers planned to cut production during the second half from the high level of the first half of the year.

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2-Way, 5-25 and 5-5	650.00

REBUILT SLOT MACHINES

5c Brown Fronts	$ 90.00
10c Brown Fronts	100.00
25c Brown Fronts	110.00
50c Brown Fronts	200.00
5c Bonus	150.00
10c Bonus	160.00
25c Bonus	175.00
50c Bonus	250.00
50c Silver Chrome	225.00

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ALL ORDERS FILLED IN ROTATION AS RECEIVED

Magnatone Coin Radio Stresses Quality

LOS ANGELES—Magna Electronics Co. and its associate, Magnatone Sales Co., are now showing new models of their coin-operated radio line and audio-visual equipment.

The new Magnatone radio is a high quality six-tube unit with long-range reception. Manufactured with a choice of five or eight inch speakers and containing fine workmanship throughout, the new models come finished in blond, walnut, mahogany or maple.

Each unit contains the patented, foolproof *Magna-Ray* coin timer, available for 5c or 25c coins. The timer can also be obtained separately, for installation in other equipment, and is available with playing intervals ranging from 7½ minutes to two hours. Franchises and distributorships are open for both the timer and coin radio.

The new Magnatone radio will be on display at the Third Annual Electronics Trade Show, September 26-28, Hotel Whitcomb, San Francisco, the company announced.

Federal and State Liquor Revenue Increases

WASHINGTON—Both federal and state revenue from liquor and beer showed gains for the fiscal tax year which ended June 30. Federal revenue showed a gain of 14.6 per cent, compared with 1945 collections. The total for all the state and local governments also showed a gain of 23.4 and eight per cent respectively.

The tax reports give some evidence of the amount of traffic in taverns and other locations selling liquor and beer. Official reports, however, say that business in eating and drinking places began to show small declines early in 1947. This drop in tavern and restaurant business is said by many to be due to the rising cost of living.

New York topped the list of states for revenue received on liquor and beer, getting a total of $81,331,974, while Nevada was at the bottom of the list, getting $885,370. The revenue in the other states was as follows:

Alabama, $14,184,619; Arizona, $2,266,795; Arkansas, $5,705,030; California, $49,736,129; Colorado, $5,571,843; Connecticut, $8,729,076; Delaware, $1,103,300; Florida, $23,411,325; Georgia, $20,464,414; Idaho, $3,479,468; Illinois, $51,213,689; Indiana, $17,502,629.

Iowa, $9,231,466; Kansas, $1,190,318; Kentucky, $12,784,434; Louisiana, $11,038,696; Maine, $7,830,057; Maryland, $10,682,176; Massachusetts, $20,731,912; Michigan, $44,761,474; Minnesota, $9,681,009; Mississippi, $2,479,273; Missouri, $10,268,401; Montana, $5,370,034.

Nebraska, $3,863,305; New Hampshire, $4,017,909; New Jersey, $18,680,515; New Mexico, $2,069,394; North Carolina, $11,988,662; North Dakota, $3,028,123; Ohio, $55,646,453; Oklahoma, $5,046,043; Oregon, $10,867,432; Pennsylvania, $65,278,335.

Rhode Island, $2,652,605; South Carolina, $15,148,390; South Dakota, $3,157,044; Tennessee, $5,413,322; Texas, $18,054,805; Utah, $4,178,004; Vermont, $2,792,708; Virginia, $20,616,583; Washington, $27,330,271; West Virginia, $12,609,391; Wisconsin, $11,905,367; Wyoming, $1,729,657, and the District of Columbia, $3,401,873.

The Doc Does It!

NEW ORLEANS—In a drug store across from the Touro Infirmary here, a surgeon was working against time. He had been at the table for over an hour and the results thus far were astonishing. The rumor had spread that something big was going on, and every minute his audience was growing. Doctors, nurses, students, internes, all vied with each other for vantage points of observation.

The atmosphere of the room was tense. It was a hot, sticky day and a nurse was continually mopping the perspiring brow of the surgeon. His hands were a thing of beauty as they worked, so strong, so sure, so clever!

Yet, one slip of those deft fingers and all was lost.

The crisis was approaching. Could he make it? The crowd leaned forward in feverish anticipation—at last it was over. The surgeon left the table completely worn out but supremely happy in the thrill of his accomplishments. He coolly walked out of the room, leaving the gasping audience stupefied. An old doctor whose name was a byword in modern medicine remarked regretfully to a young interne standing by his side, "Son, I would give half of all I own if I could only play a pin ball game like that fellow."

Editor's Note: The above human interest incident was sent by Louis Boasberg, New Orleans, to James T. Mangan, CMI Public Relations Bureau. Mangan is making a special collection of human interest stories for public relations work and solicits other contributions.

Token Model of "Track Odds" Big Hit in Free Play Areas

SAN FRANCISCO—William Corcoran, Buckley Mfg. Co.'s regional distributor for California, Oregon, Washington, Arizona, Idaho, and Montana, has returned from a trip through several counties in Northern California with glowing reports on the increasing popularity of the token-award model of *Track Odds* in free play territory.

The *Track Odds* free play model vends tokens to be used for amusement purposes only. It is also convertible from token to cash pay.

One of the outstanding features of *Track Odds* is that it is the only console on the market with an all-metal, drill-proof cabinet. It is also the only console with the unbreakable *Tuflex* glass top.

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FOR SEPTEMBER 1947

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Catering to Students Is a Specialized Endeavor

By LOUIS KARNOFSKY

To millions of students, September means school and the end of a care-free summer vacation. To thousands of alert coin machine operators who have locations in or near the halls of study, resumption of scholastic activities means a welcome shot in the chute for their equipment.

And to operators who haven't taken the time to study and profit from this specialized field, September is a good month to make a successful debut.

During the period from adolescence to adulthood, one factor is paramount: Youth has a prodigious gastronomical appetite. Growing bodies demand nourishment and plenty of quick energy. Any type of equipment dispensing food or drink—candy, peanuts, ice cream, pop corn, beverages—will receive plenty of play.

Locations can either be on the school grounds proper or in stores and recreation parlors nearby. If placed in the school itself, a word of caution is in order: Spot them in unobtrusive places which will not lower the tone of the institution; yet, pick a place which is frequented by a large number of students (near dressing rooms, gymnasiums, basements, lavatories, etc.)

One of the steadiest profit-makers is salted peanut machines, both nickel and penny. A successful operator of this device says, "Of all confectionery items which are vended, salted peanuts are by far the best seller in schools. Don't ask me why, but I've tried a number of products and none approach the gross achieved by peanuts. The kids buy handfuls before school, during lunch periods, after school, and during the five-minute breaks between classes."

This operator then goes on to tell an interesting story. "Years ago, when I attended high school, I noticed that there were eight peanut machines near the cafeteria: four on the boys' side and four on the girls'. Half were on five-cent play, half on penny. Merchandise was fresh and machines were immaculately clean. Machines emptied daily. I found that the vendors were owned by a teacher who cleared ten dollars a day—more than she made by teaching."

The president of a bulk merchandising supply house, who is a former operator, declares that the trouble with most peanut venders is that "they are afraid to tackle big set-ups. By talking to the school board and presenting the facts, an operator could place 300 to 400 machines in schools throughout the city."

Schools may offer objections: that children would spend money given to them for other purposes and that the machines are not sanitary.

Both of these objections can be overridden by the wide-awake merchandiser. The answer to the first point is that cafeterias sell confectionery items, and if they can, why can't the vendor? Cafeterias are usually open only during certain periods; vending machines offer day-long service.

The matter of sanitation is strictly between the party under whose jurisdiction the machine is placed and the operator. If the operator keeps his machines clean and his merchandise fresh, the sanitation problem can be brushed off quickly.

To avoid teacher opposition, it is best not to install gum machines.

An operator who is close to the school vending picture makes this suggestion: "Be sure your machines are sturdily constructed and mechanically proficient. Kids take delight in trying to beat a machine and sometimes they handle 'em pretty rough."

Phonographs in locations near schools is an entirely different kind of music operation. A man whose route is built around such spots makes some interesting comments.

"There are two advantages: first, you don't have to have new or even late model machines. In fact, the older the equipment, the better, because boys and girls carve their initials in the cabinets and generally mark them up; they don't care about the beauty of the box; it's the music and only the music that counts.

"The second advantage is that while play has dropped appreciably in cocktail and tavern locations during the past year, it has held up well in locations near schools. My machines maintain a weekly average gross of $30."

Generally, the high school crowd goes for popular recordings done in jive style, swing and boogie. Collegiates, however, have opposite tastes. They like the popular romantic ballads and semi-classics.

An operator reveals that there are certain discs which remain in his boxes week after week. "They are the perennials, which will draw play today and a year from today. I am referring to such tunes as Tommy Dorsey's *Boogie Woogie*, Artie Shaw's *Stardust* and *Temptation*, Glenn Miller's *In the Mood*, Lionel Hampton's *Hamp's Boogie*, and Joe Liggins' *Got a Right to Cry*. I usually fill my 24-selector tray with 15 old favorites and 9 current ones."

A coinman catering to the school crowd must furnish super service because records which are good for a two-month run in an average location only last a week or two. And the youngsters want the biscuits as soon as they are issued. They listen to the disc jockeys assiduously, read the record news, and are up-to-date on the latest and best in music.

"Any operator who wants to make money on this type of location," says a veteran, "had better listen to the kids when he services the machines. They'll tell him about numbers he hasn't even heard of yet. Well he better get them or his play meter will suffer. Tunes which are still 'hot' in other places are all finished in school spots. They want 'em quick, play 'em quick, and discard 'em quick.

"As an example: Before Thanksgiving, youngsters peppered me with requests for *Open the Door, Richard*. I didn't even know such a number existed but I got a stack of them. Around Christmas, when the tune was the hottest thing on wax, it was dead in school locations."

During the past several years this same

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operator boosted play by ringing in a "special" on each box. Title strip showed just the word "special" and the number was usually a rare old-timer such as Glenn Miller's *String of Pearls*. However, since the disceries are re-issuing many of the oldies, the "special" stunt is not being used as extensively.

Scale operators have found school spots to be poor. There are weighing devices in most gymnasiums for those who wish to avail themselves of the service. Besides, students are at the age where weight doesn't bother them and they don't care if they've gained or lost a couple of pounds.

There is no set rule governing placement of amusement devices. One faction takes this attitude: Pin games, as well as other amusement devices, should not be placed within 1,000 feet of schools. While some amusement devices, such as bowling games, are strictly skill types and would do no harm in themselves, groups of youngsters will play for high score—and that's where the protests of P-TA and civic groups come in.

The other faction feels that restrictions should not be on a footage basis. If a kid wants to play a machine, he will walk an extra block or two to play it—if the proprietor lets him. There is nothing wrong with a group playing skill devices for high score. Don't youngsters play marbles and other games for keeps?

Both factions agree on rigid restrictions regarding minors; that the proprietor should be made responsible in the event minors play pin games and consoles, and if they are allowed to play them, games should be removed from location.

A director of one of the country's most influential associations smashes the "children are spending their lunch money on pin games" contention. "This is sheer propaganda," he says, "with no basis in fact. Ninety-six per cent of all games are in places where liquor is sold and minors are therefore not allowed."

The manager of another association believes that operators should donate equipment—music box, pin game, bowling type game, roll-down and rifle machines without coin chutes—to college and high school rumpus rooms. "This would serve to make the younger generation coin machine-conscious and at the same time build good-will for the Industry as a whole."

Regardless of the type of equipment, school customers are special customers, and the operator who wants to increase his income by catering to students had better study the field with a new, fresh perspective.

McLean Now With Vendo

KANSAS CITY—John T. McLean has been appointed advertising manager of the Vendo Co., succeeding Alex Izzard who has been named head of the new automatic coin changer department.

McLean was former advertising manager of Hall Brothers, Inc., manufacturers of Hallmark greeting cards.

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LET'S TALK PROGRESS

Everybody Must Come In

The CMI campaign to raise a sizable contribution to the Damon Runyon Cancer Research Fund is off to a good start. It is the greatest single objective that has ever engaged the attention of the Industry. For that reason, if no other, the success of the campaign will be a high point in the general progress of the trade.

Contributions are already coming in and plans for enlisting every member of the Industry now become of prime importance. A lot of people are coming forward voluntarily to make their contribution and the general hope is that every other contributor will also be forward to make his contribution.

The great purpose for the contributions is to help stop the dread disease, Cancer, but there are always some important secondary benefits that come by supporting a good cause.

It may appear that the primary reason for giving to the fund would be unselfish, while all the secondary benefits would be entirely selfish. But the facts are that he who gives to fight cancer today can be completely selfish in doing so. In view of the wide ravages of the disease, one never knows when he, or some friend or relative may be next to fall.

Many people in the trade who will support the campaign have already seen at first hand what cancer may mean when it strikes someone close and dear, or maybe a friend or neighbor. So, a lot of contributors will be putting their hearts into the gifts.

The contributions the Industry will make to the Runyon fund will go to aid research work which, at the present stage of the fight against cancer, is of supreme importance. Research workers all over the country are doing everything possible to find a cure, or a preventive, and almost day by day now new information about the disease is added to the scientific facts already known.

The Coin Machine Industry is now taking part in this great research work and those who may never have to worry about the disease themselves can take great pride in every new report that gains in research are being made.

A recent report tells how a doctor in the research department of the University of Minnesota has learned to use a fluorescent chemical to aid in earlier diagnosis of malignant tissue. None of us ever want to hear the verdict that we have cancer, but we do know that the earlier a correct diagnosis is made, then chances for recovery are better. Any method, then, for making an early diagnosis will be a welcome addition to the war against cancer. The discovery by the Minnesota worker seems to be one more step in that direction.

The industry didn't get into this great work in time to have been a contributor to the Minnesota research program, but the time will soon be here when we can all read of such advances in science and know that we have had a part. And the time will surely be here soon when the report can be made that cancer has at last been conquered. Then members of the Coin Machine Industry can rejoice that the organized trade and thousands of individual members had a part in the victory.

Some large contributions have already been pledged to the CMI campaign and the Industry will be contributing to a cause that is already getting large contributions from other organizations and individuals. But the coin machine trade is already assured that it will not have to feel ashamed of its total contribution. At the present time the average contribution seems to be running about $200 and distributors in various parts of the country are showing eagerness to give their group a leading place in the contributions. Many of these distributors are also voluntarily taking it upon themselves to organize the contributions in their own trade area, to help get everybody in on the good cause.

There is really one very selfish motive which should prompt everybody in the trade to contribute to the present campaign. Taken for granted that the desire to help lick cancer is unselfish and is the supreme cause for which we give, then there are other reasons for supporting any good cause that are entirely selfish. One desire is to have the trade entirely united in supporting a good cause. Everybody recognizes that a better cause at the present time could not have been found to merit the gifts of so many different people that make up an industry.

Now, the one big goal is to get everybody in the trade on the list of contributors. As I have mentioned, it does not seem necessary to give attention to boosting the amount of individual contributions. The real object is to get everybody on the list, for the Industry cannot be 100 per cent proud of itself unless the campaign closes with everybody on the list of contributors.

Members of the Industry everywhere, even the newest operator just getting started and maybe in debt for his machines, should feel he can contribute to the general cause and that his gift will count in making the morale and unity of the trade 100 per cent perfect. We can all be glad that the emphasis is not on the amount, but on the worthy goal of getting everybody in.

Official Photographer for . . .

EX 2458

THE COIN MACHINE INDUSTRY

MERGE STUDIOS

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EXPERT COMMERCIAL and FINE PORTRAIT PHOTOGRAPHY

WASHINGTON, D.C.

Reported by
ROY S. RAMSEY

Candy Sales In Record High

Candy sales reached an all-time high last year, despite the lowest production since 1940, Commerce Department reported recently in making public a survey conducted under the sponsorship of the National Confectioners' Assn.

Dollar value of candy sold in 1946 reached the staggering figure of $687,000,000, though production was off five per cent from 1945. Average wholesale price of candy advanced four cents above the 1945 level of 24.2 cents per pound. According to Commerce, the reason for the price rise was the large advance in the price of candy ingredients. Sugar went up from five and one-half cents per pound to eight cents during the year, while the price of cocoa beans soared 300 per cent.

New York was the largest consumer of candy last year, although Utah was the largest per capita buyer. Poorest market for candy was in the South—both in total sales and per capita sales. The average person bought 17.1 pounds of candy in 1946, while the sweet tooth of those in Utah raised the Mormon State's per capita purchases to 34.2 pounds.

New Sugar Problems

The recent collapse of sugar rationing leads Agriculture officials to predict that small soft drink and candy makers will have trouble obtaining enough sugar to keep operating. Large industrial consumers with their better bargaining power may corral a large portion of available supplies, officials say. A clear picture of the situation will not emerge until late in the fall, since the peak season of sugar consumption is just tapering off. By November 1, domestic harvests of beet sugar will indicate what stocks will be available. Agriculture Department experts feel the cane sugar supplies will be exhausted by that date.

Copyright Agreement Omits Phonos

A new Pan American copyright agreement submitted to the Senate by the State Department just prior to adjournment omits any mention of coin-operated phonographs. But a battle royal was staged between State officials and Latin composers before the matter was settled. The Latins claimed they had a right to cut in on the proceeds of records played in automatic phonographs since their own laws provide for such a privilege. However, they were forced to abide by the exemption included in the U. S. Copyright Act of 1909.

Full weight of all foreign composers is expected to be thrown in with American Society of Composers, Authors, and Publishers to get the Scott-Fellows copyright bills approved when Congress returns in January. At its last meeting before adjournment, the House Judiciary subcommittee refused to throw out the bills. Instead the group voted to delay further consideration until next year.

Tax Collections Huge

As expected, the tax collected on coin machines soared to the year's highest level in June when $1,960,117 was taken in by the Bureau of Internal Revenue. Tax officials explain that the figure is always highest in June, July, and August because of the start of a new fiscal year. June 1945, however, brought in $2,002,234.

June collections on cigarettes amounted to $101,838,985. Pool tables and bowling alleys accounted for $566,670. The levy on phonograph records came to $869,755.

Wartime Penny Stays

Treasury officials say that pesky wartime penny will stay with us until the last one wears out. They had contemplated calling them in, but continued high demands for all coins forced a change of heart. Incidentally, the penny peanut machine is accounting for a high mortality rate on the tin pennies. It seems the salt trickles onto the penny and causes a chemical disturbance which does the coin no good at all.

Scallions to O'Toole

The office of Representative O'Toole, New York Democrat, is being deluged with angry letters from operators, distributors, and manufacturers of coin-operated laundry machines. The letters take O'Toole to task for his speech on the floor of the House, charging that such machines are unsanitary. The New Yorker declared that improper sterilization of coin washers may cause many "virulent diseases."

Capitol Business Brisk

Local coin machine business continues good, with the city still swollen with visitors. Pin ball machines are doing especially well in downtown locations, though some spots on the outskirts report falling grosses. All arcades report excellent business, with movie machines providing a large portion of income. Each of Washington's four largest arcades has six or more movie machines, although they have not caught on in nearby Baltimore, where arcades seldom have more than one.

Local phonograph operators, however, are expressing growing concern over the competition of television. Video sets are springing up all over town, even in neighborhood taverns. When television goes on every evening, the phonograph is shut off, just at the most prosperous time.

Increased Freight Rates Being Considered

CHICAGO — Hearings on proposed increase in freight rates, including coin machines, were held here Aug. 18, before the Committee on Uniform Classification, and also in the following cities during August: Atlanta, Aug. 5; New York, Aug. 11; Dallas, Aug. 25; Denver, Aug. 28.

Hearings in September were also scheduled for San Francisco, Sept. 2, and Seattle, Sept. 8.

Proposed freight increases on coin machines generally are in Item 29665, and vending machines in Item 29667, of Docket No. 1 of the proposed Uniform Classification Ratings, I.C.C. Docket No. 28310.

C. S. Darling, representing the National Automatic Merchandising Assn., and its legal staff made a strong plea at the Chicago hearing against increased rates on vending machines. Darling suggested there are 100 or more manufacturers, from Maine to California, that would like to be heard in opposition to the increased rates.

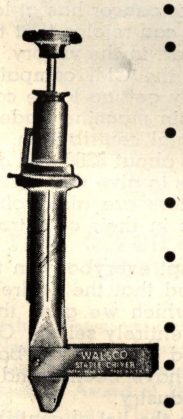
He, therefore, requested the committee chairman for permission to be heard again in September, preferably after Sept. 17.

"Atomic Bomber" Popular

LONG ISLAND CITY—The popularity of International Mutoscope's *Atomic Bomber* will reach new heights with the forthcoming publication of a colored-picture article in a national weekly magazine which gives the machine prominent display.

International Mutoscope also manufactures *Photo-Matic* and *Voice-O-Graph*.

WALSCO STAPLE DRIVER



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The Walsco Staple Driver is a real time and trouble saving tool for the coin machine installer. Also extremely useful for general stapling.

This device automatically positions the staple after which it is driven to a pre-adjusted depth with one or two strokes of the palm of the hand. A small trigger controls the feeding mechanism. Wires and cables up to 1/4" in diameter can be quickly installed with the Walsco Staple Driver.

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Manufacturing Materials In Fair Supply But Deliveries Are Slow

CHICAGO—The growing practice of closing down a plant so that "mass vacations" may be had interrupted production levels in the coin machine manufacturing industry during the summer. Manufacturers are keeping in line with trends in general industry. Business magazines were collecting opinions on the new practice recently to see what business men think of it.

Opinions among business leaders seem to be somewhat divided, but the custom is well under way and probably will grow in extent for the next few years.

Casual observation in a number of manufacturing plants in the Chicago area indicates that coin machine manufacturers have fair supplies of shipping cartons, that aluminum is being used in every way possible, and that games manufacturers get fair supplies of cabinets now and also have copper wire to maintain a good production rate.

Production managers say the real difficulty is in being able to overcome slow deliveries of supplies by seeing far enough ahead to anticipate needs and order in time. The materials can be had if a manufacturer orders soon enough.

The smaller manufacturers complain most of "lack of interest" suppliers show in their orders, even though the order may be larger than customary orders before the war.

General information on materials and supplies, applying to all manufacturing industries, includes the following items used in making coin machines:

ALUMINUM—The spot market in aluminum is setting a record for holding a firm level. Price declines are not likely until new plants get into production next year.

COPPER—Warehouse stocks declined early in the summer, probably due to heavy shipments. Settling of labor troubles for one big producer in August eased the outlook considerably. The futures market on copper held fairly steady, at a high level. Use of copper in July was reported to be the lowest of any month during the year up to that time, the decline said to be due to so many plants closing for vacations. Before the end of August demand had gained considerably. Copper wire makers complained during July that deliveries of the metal were slow; wire makers reported needing extra tonnages for increasing wire output during the second half of the year.

LUMBER — Building and construction work spurted upward in July and continued at high level through the summer. This meant increased demand for lumber and prices on southern pine started upward. Production in the Northwest slowed during the summer. The outlook is for higher prices during the second half. Shipments of lumber to market centers were delayed during the summer because box cars were being used to move farm crops.

PLASTICS — Large volume production continues and a pickup in demand was also expected this fall, as various industries find settled uses for plastic.

PAPERBOARD—Total paper and paperboard production set a record during the first half of the year, and the output is expected to continue at a high rate. During mid-summer, the first price declines on cartons and corrugated board were reported since 1941. Some supply houses were reported to be moving stocks by price concessions. Immediate delivery on stock size cartons could be had in some eastern cities. Salesmen are said to be soliciting orders in some areas. Demand dropped during the summer.

PARTS—The only significant report on parts manufacture in general said parts for auto manufacturer were now in full supply. Tooling up for new models has started and the auto industry will be calling for increased supplies of parts by next year. Demand for radio parts dropped considerably during the first half of year, but are expected to increase during the rest of the

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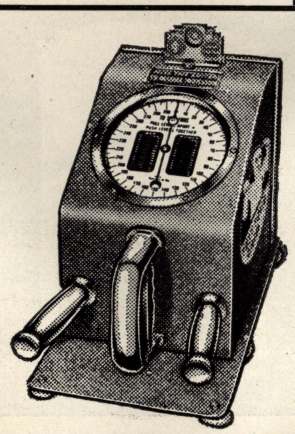

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year. But demand for radio parts is not equal to production capacity of parts plants.

MOTORS—Output of small motors is being increased steadily but demand also grows apace. As an example of demand, washing machine industry now requires about 200,000 motors a month and home refrigerators take about 300,000 a month. The output of soft drink and other refrigerated vending machines is still held considerably in check by shortage of refrigeration units. The problem is still serious for firms seeking to get new machines into production.

STEEL—The most recent story is familiar to everyone. Prices started upward during the summer and other materials and supplies also started with it. Manufacturers of cigarette and candy bar machines have been able to get steel but the price has been a serious problem; now the price is getting stiffer. Steel prices will be in the news spotlight for all industries during the rest of the year.

TIN—News was lacking during the summer except that extra quantities were being taken for canning purposes.

Laymon Shows New "Eureka"

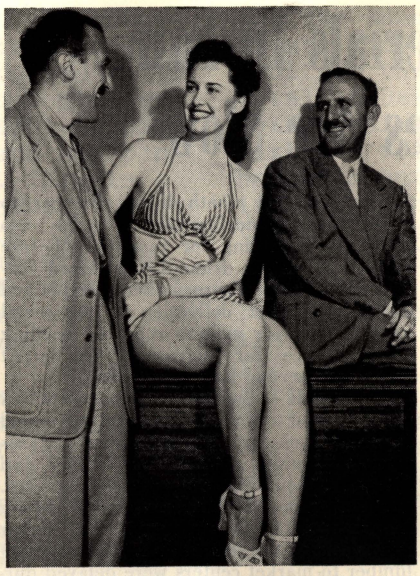
LOS ANGELES—Remember Bally's *Eureka*, that came out about 10 years ago?

"Some of those games are still in operation and earning pay-table profits in free-play spots," says Paul A. Laymon. "Now Bally has come out with a brand new *Eureka*, with all the profit-proved *Eureka* features, plus new repeat-play features, new flash, new and improved post-war mechanism."

Word about this new game has traveled fast and some of the biggest operators in this territory were on hand at Laymon's to get first choice of *Eureka*, now on display in the showrooms.

The game is a fast 5-ball play convertible to 1 or 2 ball play, and features changing odds, mystery selections, 3-section playfield, plus A-B-C-D and spell-name. It operates as a multiple or single-coin game.

"Here is a game," says Laymon, "that hasn't stopped making money for operators in 10 years. This new model is already showing up as the biggest money-maker we have been able to offer our operator friends in a long time."



Charles Kline (left), president of Coin Vending Enterprises, Inc., North Hollywood, Calif., nation-wide distributors for Crystalette coin radios, is enjoying a chat with Model Jean Chamblin, "Miss Crystalette," while Secretary-Treasurer Nate Klein registers an equal elation. The Kline boys are fast making the country's coin machine operators Crystalette conscious.

Coin Radio for Cafes, Drug Stores, Snack Bars

LOS ANGELES—*Music Menu*, a radio designed especially for locations where people are desirous of relaxing and tuning in their favorite program during meal times, has been introduced by Music Menu, Inc.

Music Menu radios are equipped with two cylinder type locks and a National slug rejector. An electric credit unit makes it possible to accept up to 24 consecutive coins and an electric coin counter maintains an accurate record of receipts. Playing time is controlled by a timing motor which can be set from one minute to two hours. The unit is adaptable for 1c, 5c, 10c or 25c operation.

Stories of High Arcade Earnings Squelched

ATLANTIC CITY—Big reports of huge takes in this shore resort, called "The World's Playground," have come out of pressrooms here, but the reports are largely exaggerated, according to F. McKim Smith, operator of Smith's Gameland arcade and president of the National Association of Amusement Machine Owners.

Actually, business is about 25 per cent less than last year, he said, adding that other arcade owners at the shore resort report the same story. Smith also heads the Atlantic City Amusement Machine Owners Assn.

Right after July 4, news stories began coming out of Atlantic City that the resort would top all previous business records. The July 4 week was a banner seven days, with bank deposits up $500,000 over the same week in 1946. But after that week, arcade owners noticed a drop in business compared with 1946, said Smith.

"The people are here," he said, sweeping his hand toward the crowded beach, "but they are not spending like last year." He explained that the visitors are largely excursionists on limited budgets, instead of the more leisurely guests of last year. Business on all arcade machines, vendors, record-makers, photographic machines and games is down uniformly, showing no variation among them.

"Perhaps this means we're getting back to something more normal. Perhaps we should not have expected all years to be like last year," said Smith.

He pointed out that while collections are down, expenses are up. Rents, machines, merchandise and payroll all require greater expenditures than ever before, he said.

United Enjoys Heavy Run On Mexico

CHICAGO—The five-ball novelty game, *Mexico*, now being made by United Manufacturing Co., falls in line with the naming of previous games made by the same firm. They have been *Rio*, *Havana* and now, *Mexico*. Officials say that when a later game is planned, it will be given a name also suggestive of the Spanish motif.

Reason for selecting the names is that it makes possible an attractive decoration scheme for the cabinet and also the playing field. The decorations on the new *Mexico* game are ample proof of this fact.

Production on the game has been kept at a high pace during the summer and demand is even exceeding the output, according to officials of the firm. *Mexico* offers replay feature and a special opportunity for increasing score on the last ball.

Officials report a better situation in getting supplies and say production has been kept at a high rate due to loyalty of employees who have stayed on the job during the summer.

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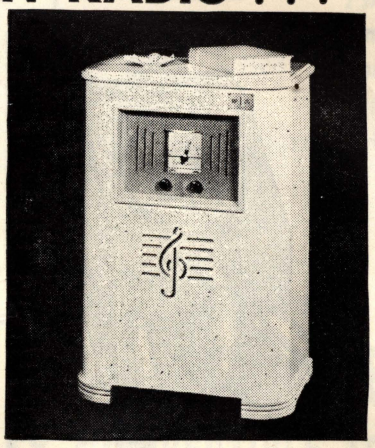

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What's Going on in the UNITED STATES?

Kansas City

The trade is gearing itself for a more normal period of business, with everybody saying the "honeymoon is over." Hot weather is usually regarded as a boost to tavern trade, but during the recent hot days here, people seemed to stay at home, or somewhere else, to keep out of the sun. This meant considerably less traffic at taverns and places of amusement. But some types of locations did get increased trade and operators said their machines gained 10 to 25 per cent over last summer.

General business conditions here are reported favorable and operators are fully confident that machines will get a better play when the hot weather is over. Dollar volume in the retail stores is at a new high, but some operators say it is the high cost of things that may be cutting the patronage of machines. Experienced operators say there is definitely less "loose money" to go into machines. Reports from practically every type of business, and all the recognized signs of business trends, show favorably for the rest of the year. Industrial activity is moving upward and the increased employment should mean more customers for the coin machine trade.

Representatives of Turner Amusement Co., Topeka; Evans Music Co., Brookfield; Roy McDaniels, Marshall; and Delbert Stark, Cameron, braved the hot weather recently to visit Dave Cooper and Dave Fleider of Advance Music Co. here.

Bill Dunfee, Bill's Amusements, reported business picking up some and that he would soon be vacationing in Minnesota.

Mildred Wade, Brown Music Co., told me Jerry Akers and Jane Novak of the record department were off on vacations and that she would soon succumb to the lure of the Lake of the Ozarks. "We had a grand time at our store picnic at Bellaire Park. Harry Brown's duck won the duck race but the winner was disqualified because it had been primed. Business shows some increase, and oh, yes, Don Martin, an ex-Government man, is our new bookkeeper."

Mildred Nelson, United Amusement Co., reported her firm is now distributing *Strikes 'N' Spares*, manufactured by the Allite Mfg. Co. The bowling alleys are moving out as fast as they arrive, she said.

Barbara Wolberg, W-B Music Co., told me Harry Silverburg, her boss, together with Bill Betz (and Mrs. Betz), W-B Novelty Co., St. Louis, were vacationing in California. Visitors: Albert Rettig, Ideal Music Co., Topeka; Pat Houston, Casco Amusement Co., Garden City; Walter Raymond, Raymond Distributing Co., Leavenworth, and J. M. Ruppert, Southwest Music Co., Carthage.

Frank W. Murray, Music Service Co., has returned from his vacation in California. His partner, Edward James Nettle, is off to the Ozark mountains with Louis Borserine, Yellow Cab Co., Tim Crummett, Central Distributing Co., and Henry McKissick, local business man.

Jerry Adams, Consolidated Distributing Co., reported that Frank Stone, service department, was seriously ill. He contracted malaria in the Southwest Pacific and is now at the Wadsworth Veterans hospital. "Paul Pulfer has joined the G. & S. Distributing Co. More news? Well, Joe Garner, local operator, is celebrating the advent of a new nine-pound baby boy." Just arrived at Consolidated is the Visual Cast projector by Rock-Ola for planned film programs to aid instruction at service schools. Jerry thinks it is unusually good for training purposes. Kenneth Barnett, Osceola, was a recent visitor.

Victor Roose, Automatic Coin Machine Co., reported before he left for his vacation in Canada that business showed an increase over last year at this time of from 20 to 25 per cent. One reason he gave was that vending merchandise and supplies were more plentiful.

At a recent board meeting Fairway Distributing elected Ray Heldstab president and Gordon Talmage, secretary-treasurer. Talmage was enthusiastic about the reception of the Solotones on location at soda fountains in 11 local stores operated by the Katz drug chain. All Katz stores throughout the Middle West are to be equipped with Solotone units as soon as they can be installed. Fairway some time ago added a new studio in Kansas and now another one has just been completed. ***Dev Thatcher***

Boston

As a whole, business was better in August than in July. Factories have been taking their annual vacations in July and August, which decreased patronage at those spots, especially on candy and chewing gum; notably so, at the General Electric plants, which were shut down for two weeks.

Discussing market conditions, Edward E. Adams, New England representative of Mills Automatic Merchandising Corp., noted the shortage of equipment, which still exists. "Operators are hoping for a

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11 WAYS TO WIN

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Test Locations Report:

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COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

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USED MERCHANDISE COMPLETELY RECONDITIONED

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Empire States Distributors, Inc.

220 South Union **Pueblo, Colorado**

larger output of new equipment, principally in candy and cigarette machines. The demand is piling up. The slump in the consumption of candy is at its peak now (Aug. 6). Patronage of drink machines shows a much higher volume than ever before. Weighing machine business is steady the year round. Operators of candy, chewing gum and weighing machines as a whole look forward to a boom business as soon as the summer slump is over, providing the manufacturer sets up his production of new equipment. There has been no large production of new equipment since the war.

Pin ball machines are making fair returns. Phonographs and records are reaping a fair summer trade at resorts.

In some quarters of the market, an improvement is noted in receipts from candy, because more sugar is available for its manufacturer, and hence more confectionery for the operators.

Peanut purveyors note that returns have fallen off, due to higher prices. Spanish peanuts are up to 29 cents a pound, and all peanuts have risen ¾ cents a pound in two months time. Price increases have necessitated adjusting penny dispensing portions to smaller quantities. Naturally, customers don't like the smaller dispensation for their money and are patronizing machines less. The same is true of nickel machines.

J. W. (Jim) Woodward of the Apex Coin Machine Co., notes that the payment of a $10 tax on each machine in July reduces profit, although business was better in August than in July.

Irving M. Flashman is to be distributor in New England for the Adams-Fairfax *Cash Tray* machine for almond vending. He has returned from a vacation at Harvey Lake Inn, Northwood, N. H.

Charles A. di Sabatino, treasurer of King Distributing Corp., accompanied by his wife and son, Charles, Jr., passed a week's vacation early in August at North Conway, N. H., in the White Mountains.

Al Dolins, president of the Pioneer Music Co., is vacationing at Alton Bay, N. H.

Philip Puccia, operator of candy, peanut and cigarette machines, who has been ill for a considerable period at his home in Somerville, is now well on the road to recovery.

Dairymatic Corp., manufacturers of vending and distributing machinery for beverage dispensers, foodstuffs, etc., has been incorporated with a capital stock of 20 common shares, par value $50. John W. Adams is president and treasurer and Francis L. Auld is clerk.

Returns from the arcade business are much higher than they were last year.

Associated Amusements were honored early in August by a visitor from Palestine, N. Bleyberg, who is interested in opening up an amusement center there. He mentioned that conditions in Palestine at the present time are not too healthy, due to the political situation, but feels that as soon as this trouble is settled, the outlook will be good.

Other recent visitors to Associated included Ralph Moultrop, Island Pond; Tom Trainor, Fitchburg; R. E. Segall, Winthrop; and Edgar Beals, Needham.

Harry Poole, star salesman and publicity man for Associated, has been enjoying a few weeks' rest in the mountains.

Leon Sherter, Newton operator, has returned from an enjoyable motor trip to Canada.

R. E. Segall, Winthrop, a very large operator, has come back from a successful fishing trip in Maine.

C. Frederic Wellington

Philadelphia

Coin Machine Row in Philadelphia (and there are really a couple such rows) has been telling a varied story about summer business.

Soft drink venders seem to be wearing the broadest smiles, in spite of the fact that they helped give the State a cool $1,621,490 in soft drink taxes in July. Business has been good and supplies of all kinds, except for machines themselves, have been plentiful.

Cigarette machines did not see the expected sales increase that was forecast for the summer months. Sales did go up but the rise was regarded as insignificant. Reason advanced for this was the new State tax on cigarettes which has caused vacationers and other traveling in South Jersey to bring back cigarettes for 13½ cents a pack instead of paying 20 cents in Philadelphia. Cigarette vendors are now looking forward to the early fall to end that traffic and boost their own sales.

Music machine collections are suffering under the impact of television and decreased tavern attendance. Game machines are holding steady. Penny gum and nut machines are way up, perhaps outdistanced only by stamp machines, the latter helping the local area-wide Post Office to tally up a record $331,321,365 in receipts.

Country clubs, which usually experience a sharp drop in patronage during late July and August, were reported holding golfers and others surprisingly well. Consequence was that machines in country club locations have been taking in coins satisfactorily, all things considered.

Statistics released by the city's receiver of taxes, Frank Marshall, revealed that revenue from coin machines was $15,133 greater in the first six months of 1947 than for the similar period in 1946. There were more coin machines in operation than in the similar period last year, although exact figures were not available. The new telephone book also reveals that the number of persons in the business locally has increased. More and more operators, distributors and service firms are realizing the importance of advertising in the yellow sections of the telephone book, too, with no less than 21 companies taking display ads in addition to the usual business listing.

Bill King, president of the Phonograph Operators' Association of Eastern Pennsylvania, is still active for the summer in Wildwood (N.J.), while Harry Stern, treasurer, has been ill with what Business Manager Charley Hannum diagnoses as "operator's stomach."

The Phonograph Operators' Assn. office is a busy place these days with the organization's record service going full blast. Members can drop in and hear all the latest releases on a record player and place immediate orders. It's a service that has made members happy and Charley Hannum snappy—he's finding it hard to get his work done.

In contrast, over at the Philadelphia Amusement Machines Assn., things are moving along quietly. There Joe Silverman, business manager, reports the summer doldrums are still on. The meetings, at which an engineer from a coin machine manufacturer addresses members and their mechanics, will be resumed after Labor Day.

William C. Christman, secretary-treasurer of Unit Vending Corp., is the very antithesis of the summer doldrums. He's working right through the summer without a vacation, just as he did last summer and the six summers before that one. "I get too big a kick out of business to go on vacation," he said.

Another hard-worker is J. L. Onslow, office manager at Peoples Service Vending Co., who, however, is going to take off for Michigan on a vacation. He is very proud of the new gum machines his company has placed on subway station platforms. He says the machines will take slugs but they won't cheat anyone. He also is shaking his head about a recent purchase of a stamp machine for $70—several years ago he sold 20,000 like it for $5.

Over at the James Clement Mfg. Co., Jim Clement is piqued by a report in a trade paper that mentioned his name in connection with the sale of old music machines to private homes. "I was an operator myself and I was always against the selling of machines to anyone but operators," he said. "I'm in the business of manufacturing parts now and I'm still against it." He explained that his son, Jim, Jr., 21, talked to reporters in New York about the fact that some sales were being made (but not by Clement) to homes and that is the way the story got around.

Over at Rudd-Melikian, manufacturers of the *Kwik-Cafe* coffee machine, Arthur (Mike) Silverman, manager, is congratulating himself on a 92 golf round after a 12-year layoff from the game. Business-wise, he reports coffee sales down, reflecting the summer trend of coffee activity.

Sam Bushman, operator in the Reading (Pa.) area, who places many vending machines in theaters, has developed a movie trailer to boost coin sales. The trailer stresses the nationally advertised candies available in the machines and invites moviegoers to "step up to our candy and pop corn machines right now for a snack that hits the spot!"

Lloyd Coleman, president of Spacarb Philadelphia Co., is happy about placing eight Coke cup dispensers in mammoth Branch 3 of the Veterans Administration here. There are 3000 persons employed at the VA, which is a nice number of customers.

Merit Sales Mfg. Co. incorporated its business recently, with its charter stating it will "engage in the manufacturing, selling, at wholesale and at retail, leasing, hiring of automatic machines and devices." Registered under the Fictitious Names Act were two other firms, Standard Vending Co., with Jerome Kaufman as owner, and Gold Novelty Co., with Aaron Gold and Harold Miller as owners.

The new Lear Wire Recorder received its first Philadelphia showing by Mike Spector, who invited the trade to his Spector Distributing Co.

Herman Brandschain.

St. Louis

After an extended, unseasonal cool period during July, summer cracked down on St. Louis during August in a heat wave which has been breaking weather records of long standing. For five consecutive days the temperature soared above the hundred mark, making distributors and operators look longingly at the comfortable air-conditioned locations of some of their machines. One bright spot in the heat wave is the fact that taverns, which form the chief locations, have been crowded with people in search of

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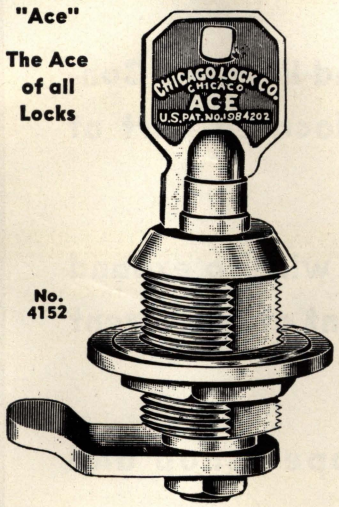

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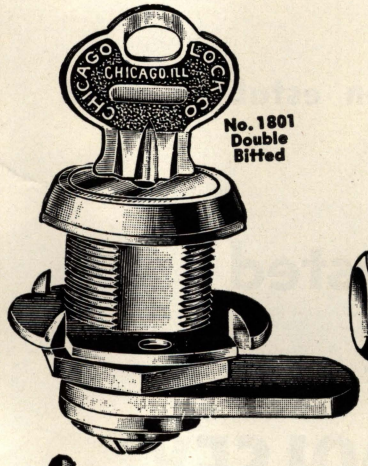

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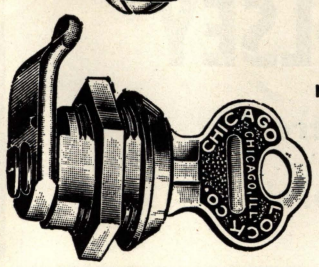

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There's a CHICAGO LOCK for Every Purpose

Over 100 Different Locks . . . for new equipment and replacements . . . for metal or wood cabinets . . . for vending, amusement, and musical machines . . . Ace Locks, Single Bitted, Double Bitted . . . Locks for all purposes. . . . Write for catalog complete Chicago Line.

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a cooling drink to combat the heat. Operators report that business has been better during the heat wave than in many a long month.

The contemplated bottle shortage, which did not appear during the cool period, is making itself felt both among soft drink vending machine operators and in the various taverns. Bottlers and brewers have had to enforce a rationing system to insure all customers with equal distribution. Therefore, soft drink operators report that, though sales are soaring, the shortage prevents them taking full advantage of the heat wave.

Carl Trippe, owner of four arcades in amusement parks in this area, reports that people have been crowding the parks in the outlying districts in search of relief from the city heat. In spite of a late start, due to floods and cool weather, Carl reports that business has been on a par with last year.

Disaster struck M & K Music Co. in Anna, Illinois, August 4, when a fire swept the combination office-shop of the company. According to partners A. E. Miller and Bill Keller, damages to the building and equipment is in excess of $20,000 at first estimates. Undaunted by their misfortune, the partners have set up temporary headquarters in a nearby building to keep their routes running as usual.

Henry McClure, McClure Distributing Co., is in Tulsa for an extended business trip. Mac will be back in town for a few days prior to leaving for Chicago to attend the Mills coffee school to be held early in September. Accompanying him on the trip will be his right-hand man, Al Ray. Plans are also being made to invite several potential operators of the coffee machine to the demonstration. According to Mac, operators from Kansas City, Southern Missouri, Kansas and Oklahoma have indicated they will be on hand in Chicago.

"Mitch" Mitchell, in charge of music merchandising at Morris Novelty Co., was home for several days suffering from heat prostration. Recognizing the symptoms early, Mitch took steps to prevent possible serious results.

Also coming near being laid low by the heat was Paul Presley, Automatic Cigarette Sales Co. Taking a warning from the long lists of heat victims printed in the newspapers each day, Paul took a rest when the prostration symptoms appeared.

Fred Lehmkuhl has been all smiles the last few weeks. Reason, W-L has finally started receiving delivery on those long awaited new phonographs. Fred's machine-hungry customers have been snapping up the average five a week delivered almost before they can be unpacked. "One of the operators even talked me out of my sample model the other day," Fred smiled.

At least, there is one person in the city who is more than satisfied with the weather. With perspiration running down his face, Al Sexton, Victory Vendors chief, said, "I love this hot weather. Bring on another month of it." And well he may smile. For as Al pointed out, his milk vendors are averaging 20 per cent more during this type of weather than during more comfortable cool seasons. Until recently, Victory Vendors had concentrated strictly on milk vending machines. But, Al has decided to take on coffee machines as a cold weather supplement. "Then during hot weather my milk vendors will carry the bulk of the trade," the young operator stated, "and conversely, the coffee machines will be the most popular during cold weather." Al is going to take the trip to Chicago with Henry McClure for the Mills demonstration.

Frank Murphy, Murphy Distributing Co., reports that the weather hasn't kept out-of-town operators from making the hot trip in search of new machines. Frank has been moving an average of 20 phonographs a week for the past month.

Some operators have taken a pessimistic view of the opportunities for new locations. An example of the locations available, if a little salesmanship is used, is seen in the pinball machines several St. Louis operators have placed in barber shops. It was pointed out that most customers have to wait before being clipped. (By the barber, of course.) Therefore, to make the waiting more pleasant, a pinball game is ideal. In addition, the pinball games may bring back the "barber shop quartet" days when the shop was not only a place of business but a favorite place to while away spare time.

Among those adding new phonographs to their routes this week were: Paul Compton, Joplin; A. B. Coleman, who serves up the music for students of Missouri University in Columbia; Ernie's Music System, Kirkwood, and N-L Music Co. located in nearby Washington, Missouri.

Robert A. Latimer

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Good downtown equipped shop and warehouse.

This business has been established 18 years.

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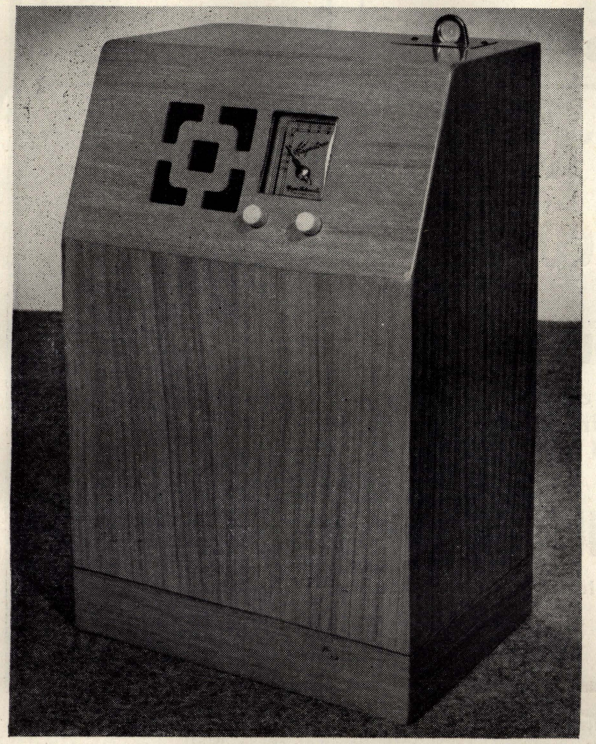

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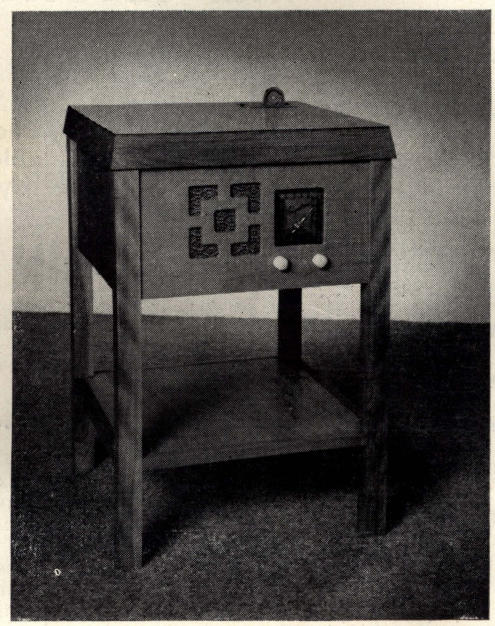

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- **6-Tube AC-DC chassis.**
- **Self-operating slug-proof coin mechanism.**
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- **Variety of cabinets in wood, masonite.**
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- **Unit securely locked with 5-disc tumbler lock.**
- **Comes equipped for either 5c or 25c coin.**
- **Convenient for hotel and motel guests.**
- **One year warranty on materials and workmanship except tubes.**
- **By proven tests will return original investment within 6 to 8 months.**
- **All risk insurance policy issued free with ten or more units.**
- **Write for distributorships and information.**

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The New Magnatone coin radio will be on display at the Third Annual Electronics Trade Show, Sept. 26-28, Hotel Whitcomb, San Francisco.

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FOR SEPTEMBER 1947

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The identical chassis and coin mechanism as in our higher-priced No. 710 and Duncan-Pfyfe sets.

$35.50

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The identical chassis and coin mechanism as in our higher-priced No. 710 and Duncan-Pfyfe sets.

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The highest quality table set on the market at the price and one of its best sellers. Built for wear.

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The aristocrat of the Crystalette family. A very popular model with the finest hotels—a sure satisfier.

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DEALERS: PLAY THEM "Across the Board" with CRYSTALETTE COIN RADIOS

Terms of Sale:

Send certified check for 10 per cent of order, with the balance to be paid C.O.D. Pictures and literature available on request.

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4 Distributor Price Groups 4

Choose the price group best suited for most profitable operation in your locality. Order in any quantity as you need the sets.

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Pittsburgh

The teamsters' strike was settled after two months, and now business is running smoother. One distributor remarked it was fortunate that the strike was called during the dull summer months.

Pittsburgh is not a resort center and hence summer is usually marked by a slowing up in business; candy bar vendors are hit most of all since plants have fewer employees. But the trade is optimistic about the coming months and is already getting into action.

Sam Horvitz, Acme Novelty Co., has taken on the distributorship of the *Brush-Up Shine* machine and expects it to make big sales. He has one machine on display now, the dime model, and will later have the nickel model. The Acme firm plans to sell to only one operator in each district. Locations considered for the machine are hotels, cafes, cigar stores, depots and other points.

Phil Greenberg, Atlas Novelty Co., says the summer let-up was evident but he has no complaint to make. Some operators, he said, report that earnings dropped slightly, due to so many patrons being away on vacations. Manager Ed Shore and his wife took a vacation trip to Florida.

Indicative of more money to spend, Pittsburgh's business index has risen to the highest level since January. Gains have been better than seasonal in nearly all lines, with sales in the big department stores alone being some eight per cent higher in the first seven months, compared with a similar period last year. Of course the coin machine trade is participating in the increase, although it would be difficult to give any fair estimate as to what extent at this time.

Meyer F. Popkins of Pittsburgh Coin Machine Exchange recently motored to Atlantic City with Mrs. Popkins and their son, Gerry, for a few weeks' vacation.

Louis G. Popkins, who, with Meyer, runs the business, had just returned from AC when Meyer was all set to go. While there he sounded out many of his friends along the boardwalk, who told him that while business is fair, it was hardly up to the 1946 take.

Pennsylvania's new soft drink tax, and the doubled intake on cigarettes is making the Commonwealth rich! The July collection totaled $1,621,490. This was the second month after the new emergency levy went into effect, and indicated a sharp upturn compared with the $363,290 received in June. State Revenue Secretary David W. Harris, commenting upon the increase, said the department is more than satisfied with the returns, which exceeded all expectations.

Joseph McGlenn of McGlenn Distributing, president of the Cigarette Merchandisers Assn., Inc., stresses the fact that the County of Allegheny, with its 1,500,000 population, plus surrounding territory, accounts for a heavy chunk in the tax yield.

The Revenue Department reported that the new cigarette tax of four cents a pack netted $3,249,105 in July (the latest figures available at this writing), as compared with $2,118,287 for June. President McGlenn told us that the association was anticipating increased sales of cigarettes up to 30 per cent, but that this figure has not yet been reached, the initial month showing an increase in cigarette vending machine sales amounting to approximately 12 per cent.

The former figure would have absorbed much of the increased tax, but at the latter figure, the percentage will have to jump a bit forward, before appreciable results begin to show. Well—here's hoping!

One thing particularly noticeable these days is that no matter where you go along Coin Machine Row you'll see a copy of THE REVIEW, either on the desk, or in the hands of someone. Coinmen claim it is the best medium for keeping abreast of the times and trade.

One big distributor who gets real pleasure, along with ideas, from perusing the latest issue, is William H. Bicket, distributor for Electro-Serv, Inc., Peoria, Illinois. Bill's franchise covers the western half of Pennsylvania, a big slice of West Virginia, and the entire State of Ohio.

Just recently he spent several days at the Peoria factory getting acquainted with that new vending machine his company is putting out. It is the Elector-Serv *E-S-B*, and is now in mass production, according to Bill. Both the old and the new, as the trade is fully aware, dispense pop corn, along with cheese corn, which seems to be especially popular in Bill's territory.

Harry Rosen, of Allegheny Cigarette Service Co., recently motored to Atlantic City and other seaside resorts with his family. He was gone for a week or so, the family remaining "down East" for a more protracted stay. Later on Harry was planning a trip to Southern New York, on business. Allegheny Cigarette Service has the enviable position of being the largest cigarette operators in Western Pennsylvania.

William R. Mitchel

Denver

Distributors report that very few operators have visited Denver in the past month, presumably because tourist trade is heavy in all resorts, taverns and other locations,

and they want to be on the job. Visitors are reported to be numerous in this area.

After spending more than 50 years in the coin machine business—26 of them in Denver—C. J. Fendrick disposed of his varied interests this summer and took a well-earned vacation. He is a regional director of the National Assn. of Amusement Machine Owners and has also been active in other organized programs of the industry. When he started in Denver there was only one other operating company, the Peerless Weighing and Vending Machine Corp. of Long Island City, N. Y. During his vacation, Fendrick looked after business interests in Newcastle, Wyoming, and also in Montana. He will return to his well-known business address in Denver and says he may distribute machines of the types he has operated for years, since he can recommend them to operators.

Fendrick's route of several hundred vendors, dispensing bubble and stick gum, was sold to Horace A. Pratt. Another route, including scales, amusement machines, horoscopes and different types of arcade machines—several hundred in all—was sold to Walter Brower & Son. Both buyers live in Denver.

A fire of undetermined origin in the store room of the Denver Distributing Co. recently caused considerable damage to building and contents. Fortunately, a fire wall between the two store rooms occupied by the company prevented any extensive damage to the office and equipment on the opposite side. Despite this handicap, Gibson Bradshaw said that business has been unusually good, although equipment is not getting through fast enough to meet the demand. As soon as repairs have progressed sufficiently, the company plans to install a small record shop which will be in charge of Christine Murray. Both new and used records will be carried.

Among other activities, the Jones Distributing Co. reports three additions to the staff of employees—Miss Alyce Harms, secretary, Jim Chambers, repair man, and Charles Sims in the paint dept. Robert Dunlap, Seeburg's sales promotion manager, with his wife and two children, spent ten days at Estes Park and also visited the firm's office in Denver. R. F. Jones of Salt Lake City spent a week-end visiting the Denver office. Jack LaRue, field sales engineer for Seeburg, also spent a couple of days in the Denver office. Ken Kronauer and wife of Roswell, New Mexico, are the proud parents of a baby boy, born August 1. They now have two boys in the family. Ken was formerly with the Denver branch. Distributor T. H. Lynch of New Orleans, brother of S. H. Lynch, Dallas, was a recent visitor. Other visitors: B. A. Bowen, Wheatland, Wyo.; Mr. and Mrs. W. E. Bosche of Southwest Vending Co., Raton, New Mexico; and Mr. and Mrs. Carter of Carter Music Co., Fort Collins.

Dick Shugert, general manager of Kelly Distributing Co., Phoenix, Ariz., is in Denver, making arrangements to take over distribution of the Packard line in Colorado and Wyoming. In addition, Kelly covers Arizona and New Mexico, with offices in Albuquerque, Phoenix and Colorado Springs. While the Colorado office will be in Colorado Springs, Shugert said that later on the company might establish an office in Denver. The present Ajax Music Co. office will be discontinued and A. J. Arnold, formerly of Ajax, will be associated with the Kelly Distributing Co. as salesman in the same territory which he covered as distributor.

Wolf Sales Co. called a meeting on July 24 for all of the salesmen from the branch offices. Ken Dart and Bill Jennings came in from Salt Lake City, Jay Confer from Phoenix, Dick Walker from El Paso, Hugh Darnell from Denver, and Roger Tays from Pueblo. The meeting lasted three days with the principal discussion centering around future business plans . . . Wolf has installed mobile telephones in all of its service cars . . . Al and Chick Roberts recently returned from a business trip to Mexico City. Al is now on a fishing trip, while Chick is back East on business . . . The company reports that sales volume is at good level around this part of the country . . . Pete Geritz and Edwin Huston have been added to the staff as salesmen . . . The following operators were in the office recently: Harold Rounds, Charles Cousins, James Hurd, L. C. Nuttall, B. J. Drasky of the Grand Music Co.; Everett Feese of the E. & M. Music Co.; Joe Walters, Charles Salardino of New Music Co.; Leo Benedetti of G. I. Music Co.

Charles Kaplan of the P & M Vending Co. reports that he recently visited the West Coast in quest for machines. Kaplan said that his firm has sold its one-cent merchandise route—800 peanut and candy machines—and is now handling cigarette machines only.

James E. Gaddis of Gaddis Distributing Co. said that business was good throughout his entire territory and that the usual summer slack had not taken place. He plans a trip to the Western Slope in the near future.

Gene Bosche, Raton N. M., visited Gaddis Distributing Co. and said that business in general and especially in the coin machine line had been very good this summer due to legalized horse racing which had brought in an unusual crop of tourists.

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Modern Distributing Co. is now making deliveries of its new pin ball game, Gottlieb's *Marjorie* . . . There has been a reduction in price on the new *Tone-O-Lier* . . . Mrs. L. D. Shulman and daughter Elaine have recently returned from an extended vacation in Los Angeles.

H. E. Walker of the Walker Music Co. reports that he has been making a number of changes in his equipment in different spots by putting in new boxes to replace old ones. He has employed George Oliver to look after the work. Oliver was formerly in the coin machine business for a number of years before retiring some 18 months ago.

Frances Conrey

Salt Lake City

J. H. Rutter, manager of Rock-Ola Distributing Co., cancelled his reservations to Banff Springs Hotel, Lake Louise, when the new Rock-Ola phonograph arrived. Rutter says that left him with mixed feelings, since the hotel is already booked through 1950. His organization is being kept busy night and day making installations of the new phono, with Merlin Walton and Jack Walters of the mechanical dept. doing the technical work.

Rutter held a showing for the new Rock-Ola in the Salt Lake office in mid-August; on hand were Cliff Beardall and Ernie Holt, Springville; Bud Felker and Clark Reese, Provo; Darrell Corry, Cedar City; Ray Samuelson, Ray's Music; J. A. (Andy) Stephenson, Consolidated Amusement Co.; Laddie Gale and Pat Ryan, Vogue Western Distributing Co.

The arcade and the concessionaires feel the crowds have been below expectations at the Centennial Exposition and blame a 25-cent gate on the exposition grounds. An official tally was that 200,000 saw the Centennial Parade. Another reason for the short crowds at the midway, operators opine, is that there have been so many other attractions about the city and state during the Centennial.

Lagoon, a resort 20 miles north of the city, on the other hand, reports packed crowds on occasion when free automobiles have been given away; the arcade there has had a good run this summer.

Operators servicing machines for the two salt water beaches, Sunset Beach and Blackrock, report an active season.

Decals of the Wurlitzer company are seen more and more in the Salt Lake area and C. K. Dart, district manager, and W. L. Jennings, office manager for the Wolf Sales Co., report the "point of purchase" plan is running up impressive records at the spots where their machines are located.

Dart, just back from a swing through Idaho and Montana, is enthusiastic about activities of a number of his operators. Dart particularly mentioned Milford Electric Co., of which Roy Firmage is the manager; Reliable Sales Co., Billings, Mont., run by Chuck Campbell; L. D. Foster and Don Miller, Farm and Home Appliance Co., Miles City, Mont.; Delmar Sant, Driggs, Idaho; Wendell Hart, Bret Hart and Gordon Marshall operating as Hart Music Co., Preston, Ida.; and Darrel and DeEtte Conrad of Jerome.

Dart reports the play of bells is off in Idaho. The novelty seems to be wearing off since the machines were made legal by the Legislature. However, in one spot Dart said he saw as many as seven people lined up to play one nickel machine. Operators are guaranteeing from $7.50 to $10 jackpots on the nickel bells and the liberal machines are getting heavy play. Surprisingly enough, some of the old *Deweys* are most popular.

G & W has two ex-GI's in the mechanical department—Dee Johnson and Mike Tracy—and the former just purchased a new home under a GI loan.

B. E. Moran, manager of the Rowe Cigarette Service Co., has returned from a three-week combined business and vacation trip to the Los Angeles area. He was accompanied by Mrs. Moran and son, Johnny. He visited the company's service center in Los Angeles. In Salt Lake he said the volume is holding up well and his organization is continuing to place a few more machines right along. He said the Rowe company in Salt Lake is maintaining a 60-minute service system and seldom is a "hay wire" left more than that time, while most are taken care of in from 15 to 30 minutes. Bent coins, he said, are responsible for 95 per cent of the "hay wires."

Activitv of the Ford gum machines, operating through the Lions and Kiwanis Club sponsorship, is buzzing right along according to Henry L. Otting, manager. The company has between 400 and 500 machines in the Salt Lake area. Ottinger said that, while the gum situation has been tight, he expects it to ease as time goes on.

Ray's Music Co., reports business has been pretty good during the summer with a fair play being accorded machines at arcades in the vicinity of Salt Lake. Ray Samuelson is the manager.

Earl W. Coombs, president of the Victor Ball Co., just back from a vacation with his wife and friends in Jackson Hole, Wyo., was greeted with a notice that he is to serve on the jury for the fall term of the Third District Court. A coincident is that W. J. Lewis, office manager, had the same kind of an order, so the company will be short a couple of officials during the next month or six weeks.

Vay Covert, Jay Edmunds and George Bringhurst, of the Victor Ball Co. mechanical department, are back from a fishing vacation in Idaho and all "came back with their limits," according to Coombs.

Mack Richmond who is holding down the Salt Lake end of the Coin-O-Matic activities while his partner, Johnny Weller, is running the arcade at West Yellowstone, said business is off some and is being spread thinner through the arcades at Lagoon, Blackrock, the Centennial Exposition, Sunset Beach and Saltair. People just don't seem to be spending the money they were a while ago, opines Richmond.

H. E. Burchett, manager of the Stewart Novelty Co., had two men representing that organization at a sales meeting-demonstration of the new coffee vending machine of the Bert Mills Co., in Chicago.

Burchett was on a vacation trip to Tucson, Ariz., during August and Dan Stewart, president of the company, was visiting in Idaho taking care of interests in that state. Stewart is making installations of the new Mills Constellation 40-side phonograph and the first two installed by Herb Wessman at Malad are getting a good reception from the public.

Visitors to the R. F. Jones Distributing Co., were greeted by an ultra-modern showroom, the final touch of the big remodeling program under way at the plant. The floor is made up of big 18 by 18 inch red and black squares and sets off the display of the latest Seeburg equipment and Bally products.

Jones and Francis Thompson, sales representative for the company, recently made a trip to the company's Denver offices.

Don Donohue, district manager for the J. P. Seeburg Corp., western states division, stopped in Denver and Salt Lake on his way to his home in Los Angeles from Chicago. He was accompanied by his daughter, Daphne Ann Munser. It was her first trip through Salt Lake and Denver.

Donohue had quite a bit to say about the music industry and what Seeburg's play is. He said his observations throughout the country during his present tour are that operators are seeing the need for the Seeburg two-year plan for use of equipment.

Al Sleight of Portland, district manager for Bally Mfg. Co., visited Salt Lake making the trip in his new Stinson 165. He and C. N. McMurdie, office manager for the Jones Co., then made a flying trip through Montana visiting operators in that

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10c	84.50
Jenn. 5c Silver Club	94.50
Mills Bonus Bell, 5c	129.50
10c, $139.50; 25c	149.50
Mills Gold Chrome, 5c	139 50
10c, $144.50; 25c	149.50

• CONSOLES •	
5c Buck. Track Odds, D.D.	$375.00
25c Buck. Track Odds, D.D.	385.00
5c Buck. Track Odds, Reg.	225.00
Bally Club Bell	99.50
Evans '41 Bang Tail, J.P.	129.50
Pace Twin Reels, 5c/25c	89.50
Pace Twin Reels, 5c/10c	89.50
Jenn. Silver Moon Tot., F.P.	79.50

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state, where they found Bally games to have a firm foothold.

Aubrey Stemler, of the Stemler Distributing Co., Los Angeles, with his wife visited the Jones office in Salt Lake. Operators who have recently called at the Jones Co., include Cecil Finney of LaMar, Colo.; Danny Pullos, Pocatello, Ida.; Buck Covey, Grand Junction, Colo.; and Al Fanelli, Rock Springs, Wyo.

Mel Dorius

Columbus

If the weather is any indication, it might be said that this is really thirsty weather. We have had our share of cool, wet days, but now they are sticky hot, which means good tavern business and that always means that coin machines are kept active.

The coin-operated laundry, a post-war innovation that has caught on fast in other cities, made its somewhat belated Columbus debut recently when the city's first *Launderette* opened for business. The *Launderette*, consisting of a battery of 30 machines, was installed by Albert Glick.

Meanwhile, ground was broken recently for the city's first *Laundromat*, to be installed in a $12,000, one-story concrete block structure that Self Service Laundries, Inc., is building. It will house 30 Westinghouse machines, but will have room for 60, and will be ready for operation about Sept. 15.

Phil Gutter recently was the victim of a robbery in which more than two dozen keys to amusement machines were stolen from his car, which had been parked on a near downtown street.

The *Insurograph*, a piece of mechanical magic, has been installed at Port Columbus, making it possible to obtain an insurance policy covering an air trip within 60 seconds. The machine, installed in the Administration Building, is manufactured by the Automatic Business Machines Corp. in this city. Each machine is under supervision of a licensed broker. Columbus is the first city to have the *Insurograph* with the exception of New York. Ten were installed in New York last December and the coin-operated devices have proved quite successful, according to Ralph W. Brown, executive vice-president of the manufacturing concern.

Myco Automatic Sales Co., local representatives of Solotone Corp., recently made three installations hooking up radio programs through the three local commercial stations. Mike Cohen is president of the local firm and Lester Fleck is local manager. It's the first installation of its kind in this city.

Mary Jo Tibe and her husband, Mac, returned recently from their vacation spent in St. Louis. Mary Jo is Mike Charie's office gal at Capital Pla-Mor Distributing Co. Frank Charie and his new spouse, the former Garnet Rowe, are planning a new home. They've already bought the lot, Garnet reports. Garnet has been helping out in the record department during the summer rush season.

Betty Lower, who is Price Richard's sister-in-law, is now helping Hazel Freck keep the records straight at Combine-Richards Vending Co. Betty formerly worked for Lockheed in California. "Lucky" Howard Combine is still vacationing in Michigan.

W. D. Bailey, chief of the Ohio division of cigarette taxes, recently reported that cigarette tax stamp sales for July of this year increased $130,918 over the same month in 1946. In July, 1947, the take was $1,543,736, while last year it was $1,412,-817. Bailey reported total net sales to August 1, 1947, of $9,131,433, as compared to $8,760,098 during the same seven months of 1946, an increase of $371,334, or 4.23 per cent.

William K. Hook, 22-year-old assistant manager of the Amster-Kirtz Co., wholesale tobacco distributors here, and well known to the cigarette venders in the central Ohio territory, was drowned in a quarry near Columbus recently. A veteran of 31 months' overseas service in the Navy, he was discharged because of shrapnel wounds suffered in Pacific action.

Anthony Bros. Coin Machine Co. is sporting a new panel body delivery truck to complement its Buick pick-up.

Verne Green, sales engineer for the J. P. Seeburg Corp., spent a week recently at Shaffer Music Co.'s Wheeling office. He worked with Manager Charlie Hooffstetter in checking over the new Seeburg test panel installation.

Mitzi Lee Shaucet, daughter of Jack Shaucet, owner of Times Tonomatic Corp., will graduate from the Ohio State University here during the summer graduating ceremonies late in August.

Charles Maroon, owner of the Belmont Vending Co., Bridgeport, recently purchased 42 new Seeburg 1-47's from Shaffer Music Co.'s Wheeling office. Maroon operates a route of over 200 pieces in southeastern Ohio and employs ten men.

John G. Papandreas, of Sabraton, was married recently to Ann Salaris. They took a honeymoon trip to Wildwood, N. J., and plan another trip through the southern states as soon as John receives delivery on his new automobile.

Operators who visit the Wheeling Coin Machine Exchange may soon be able to

The Sensational Jennings Twin-Play Console
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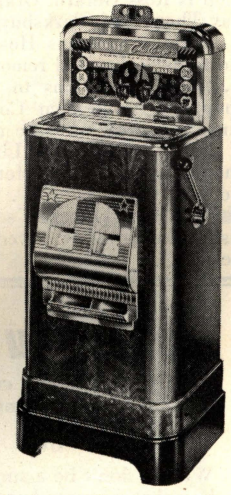

5c and 10c Play 5c and 25c Play

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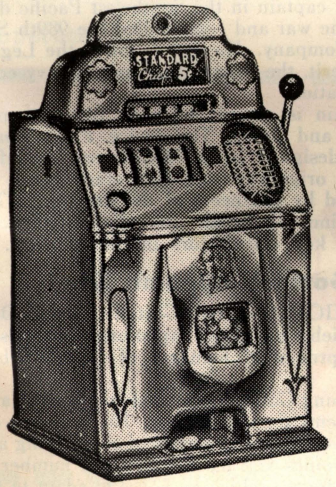

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look over the new Tucker automobile. Glessner, of the Wheeling firm, was in Chicago recently to see the new Tucker car and plans to have one on display in his showroom.

It's "Skipper" Ned Eachus of Gallipolis these days. Ned is sporting a brand new *Chris Craft Cruiser*—one of the 25-foot jobs. . . .

Joe Dobkins, of Wheeling's Dobkins Brothers, has been enjoying a few weeks' vacation in sunny California. . . . W. Russell Dodson, of United Amusement, and Miss Helen Schwartz recently announced plans to marry. . . . Happy to report that the son of D. H. Cleland, Racine operator, is now out of the hospital. . . . Harold Hott, of Circleville Music Co., Circleville, and Ray Boystel of R. C. Music, Lancaster, hied themselves off to Canada recently for a few weeks' fishing.

George Calandros of White Amusement Co., Logan, is remodeling his restaurant and billiard parlor, "The Smoke House." . . . Roy Battles of B & W Novelty Co., Akron, is another Ohio operator who has been up in Canada on a fishing trip. . . . Carl Keesling, West Virginia Amusement Co., Welch, recently returned from a trip to his Virginia farm. . . . Maynard Hopkins, Hopkins Music Co., Galion, took a recent fishing trip to Lake Erie. . . . Gus and John Tsutras of Williamson took a motor trip through the Carolinas in recent weeks.

Dan Schiappe, Jefferson Vending Co., Steubenville, flew to Italy with his wife, Mary, and daughter, Theresa, to see his father and three brothers. The trip only took about 26 hours. . . . Herbert Woolard, Jr., and his wife, of Clarksburg, spent a recent vacation in upper New York State. . . . Joe Gemma of Clarksburg's J. and G. Novelty Co. is sporting a new Oldsmobile. . . . The star outfielder for the Grafton Ball Club is Ross Gerard, Grafton operator. . . . Kay Thomas of Clarksburg said he planned to visit the Veterans Hospital at Huntington to have shrapnel removed from his legs. . . . Congratulations to Pat Sheppard of Sheppard Amusement Co., Ellenboro, and Mrs. Sheppard, who are the proud parents of a baby daughter, Linda Grace. The Sheppards also have a four-and-a-half-year-old boy, Roger Lee. . . . Brown Music Co. of Newark was recently sold to A. A. Brenhiser, who formerly served as Brown's service man.

Hello Sucker!

was the greeting of customers by a famous Nite Club Entertainer.

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References: Coin Machine Review
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Miles Whitbeck of the Shaffer Columbus office vacationed recently in upper New York state. . . . Tom Reed enjoyed a well-deserved vacation at Snow Bird Lodge in Robinsville, N. C. . . . Alex Kristoff of Springfield recently visited the Columbus office. He had been reported on the sick list, but is up and about once more. . . . Irv McClelland, district sales manager of J. P. Seeburg Corp., visited the Columbus office on his way to Chicago. . . . Bonnie Merritt, Tom Reed's secretary, had her tonsils removed during her vacation and has been convalescing. . . . Allen Emery, service manager of the Wheeling Shaffer office, is another owner of one of those new coming-and-going Studebakers.

Joe Flynn spent several days at Shaffer's Charleston office recently. . . . When "Swede" Larson decided to take a quick trip to the Charleston office he really meant quick! He made the trip in Garner Berlt's new airplane. Berlt, who owns the Checker Amusement Co. in Huntington, is another air enthusiast among the operators in that area. . . . The Industry was saddened to hear of the recent death of Miss June Wilcox, friend of Bob Burris, manager of the Charleston office.

Warren Cannon, of Crooksville, is a new operator in that region. In addition to being a new member of the coin machine fraternity, Cannon continues to work at his former line as a skilled pottery worker.

W. C. Arthurs

J. T. Mangan Subject Of Colorful Article

NEW YORK—The action-packed, record-breaking, pace-setting life and achievements of James T. Mangan, director of the CMI public relations bureau, was the subject of a lengthy article in the July 7 issue of *Advertising Age.* The article stressed his outstanding position in the Coin Machine Industry, his gifts as a public speaker, and his authorship of six books, *The Knack of Selling Yourself; You Can Do Anything; Learn to Write; Push; Thoughts on Salesmanship; Design, The New Grammar of Advertising.*

Mangan's interests and activities are legion—and legendary, the article points out. For 37 years he has been Champion Top Spinner of the World, and once during a 12-hour period without stopping he let a top down a string 10,000 times. Knowing that he was not a musician, somebody dared him to write a song, which he did, with the result that Kate Smith sang it 50 times instead of *God Bless America.* For 20 years he was merchandising manager, public relations and advertising manager for Mills Industries, and in 1940 put on the campaign for the Mills Roosevelt movie machine which topped all other publicity campaigns of the year. For many years while with Mills, he turned out over 1,000 pieces of direct mail a year, and more examples of his advertising were displayed and discussed in the press than the work of any other advertising man in America.

"In the six months he has handled Coin Machine Industry public relations," the article stated, "he says he has had published 40,000 stories, news releases, notices and photos pertaining to coin machines."

His activity in war work was also mentioned, including his promotion of the U. S. Department of Labor, direction of bond drives, organization of patriotic displays, chairmanship of the Typographical Arts War Committee, and coordination of donations of the AFL Construction Trades of Illinois to buy a bomber.

A lover of unusual stunts, he once flew two airplanes 14 times over a picnic ground, dropping 7,000 prizes from the air. He "originated the only legal gambling stunt in history—wherein he would solicit the public to donate war stamps to fill stamp books and then turn around and raffle off the books to servicemen standing by." He is said to be one of the best grass cutters in America, having cut a prairie ball lot, 300 feet square, twice a week every summer for seven years.

He is said to have in his repertoire a "buzz bomb" letter, with which he can write to anyone and they will do anything he asks, no matter how difficult or extraordinary the request. He also "has a standing challenge for the past seven years with newspaper men of Chicago that he can write on any unknown subject pulled out of a hat—more and better words in a given time, than anyone in the fraternity.

"When he's not spinning a top or beating the world's grass cutting record to a pulp," the article concludes, "he operates the firm of Mangan & Eckland, which specializes in combining public relations with industrial design.

"Strikes 'N' Spares" Production Increases

LOS ANGELES—With the big bowling season just ahead, the huge Allite Mfg. Co. plant, manufacturer of *Strikes 'N' Spares,* is in full swing, it is learned from Jack Nelson, vice-president in charge of sales. Shipments of these automatic pin-setting bowling alley games to distributors are steadily increasing in volume.

A recent showing of the game at the Fourth Annual Southern California Industrial Exposition, held at Pan Pacific Auditorium, created the greatest interest of any exhibit, Nelson states, and newspapers and magazines devoted considerable space to discussion of the various unusual features of the game.

Pointing out that *Strikes 'N' Spares* is the only automatic pin-setting bowling alley in the coin-operated field, Nelson declares that the game is proving to be a fabulous money-maker and that there are countless locations open for operators.

New Game Readies

EAST LONGMEADOW, Mass.—Production on the *Photo Finish* amusement game is slated to get under way by Sept. 1, according to announcement by the Automatic Devices, Inc., manufacturers.

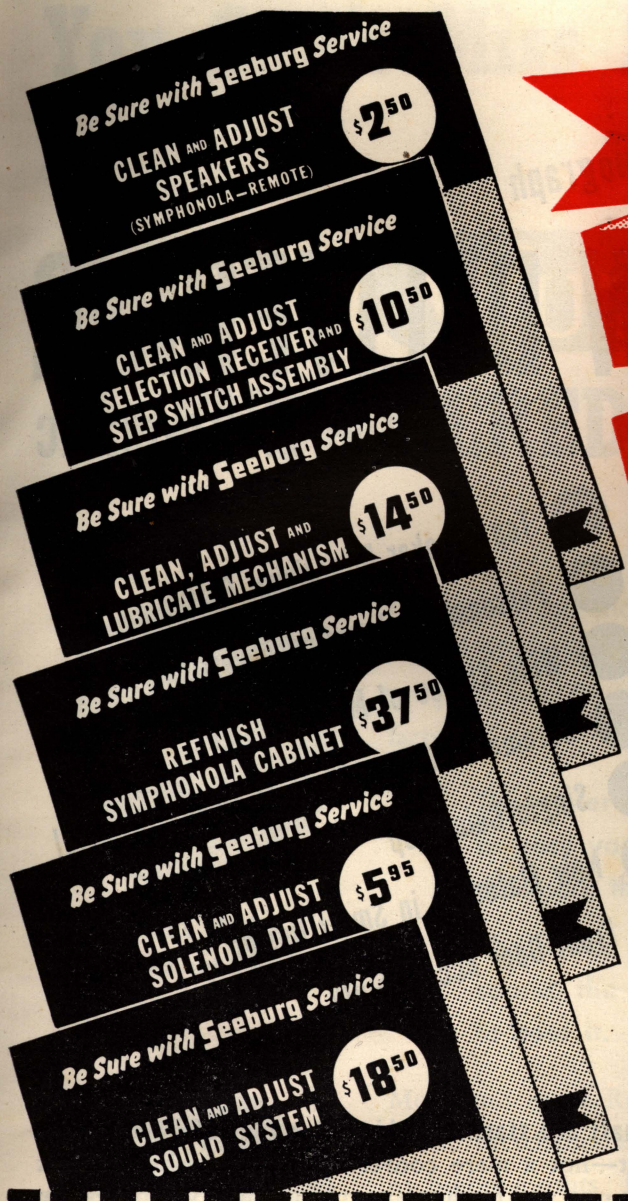
The firm also announces that Forrest E. (Frosty) Crain, formerly sales manager of RCA Victor's sound equipment division, has been appointed vice-president in charge of sales. He already has a wide acquaintance among music operators. Crain was an Army captain in the Southwest Pacific during the war and commanded the 989th Signal Company. He was awarded the Legion of Merit, the Bronze Star and a Navy commendation.

Crain is already busy on his sales program and policy. The device, *Photo Finish* was designed by a Midwestern manufacturer originally and has since been improved by engineers of the firm here. The machine will be distributed through recognized key distributors in the Industry.

D. Gottlieb Appoints Son

CHICAGO—Alvin Gottlieb, son of Dave Gottlieb, has been appointed advertising and promotion manager of D. Gottlieb & Co.

Young Gottlieb attended Annapolis Naval Academy during the war. He has taken extensive courses in electrical engineering and electronics and has conducted a number of experiments which he hopes to adapt to the coin machine field.



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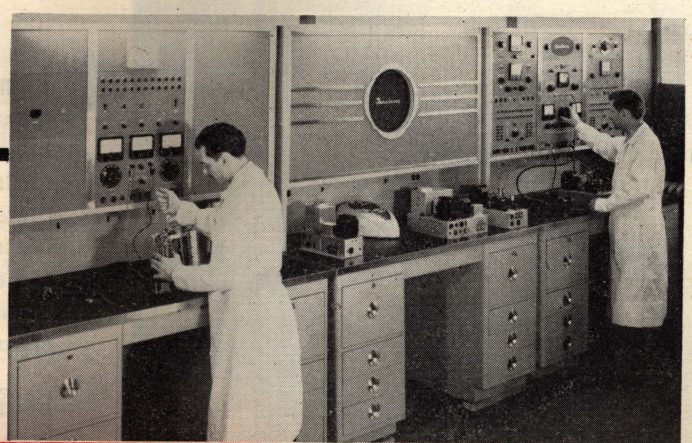
Not only does Seeburg offer operators factory service "in your back yard" but going a big step farther—offers the service at *standardized prices.*

You know in advance what the service you desire will cost. These costs are based on testing with factory equipment — by factory-trained mechanics — using genuine Seeburg parts.

Consider these advantages—then select SEEBURG!

COIN MACHINE REVIEW 35 FOR SEPTEMBER 1947



Seeburg TEST PANEL—*(Illustrated)* All servicing of Seeburg equipment at the Jack R. Moore Co. is performed on a factory test panel. This is your assurance of profit-making, trouble-free music system operation.

JACK R. MOORE *Company*

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SEATTLE
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SALES • SERVICE • PARTS

● At prices lower than the cheapest '47 phonograph

NOW DELIVERING
the Mirro-matic

- Top Speaker Directional Baffle
- Personalized Location Advertising
- Wide Choice of Mirror Designs
- Chrome Selection Plate at Finger Tip Level
- Single Coin Drop
- New Materials in Smart Design
- Front Door Accessibility

● **A smart and startling cabinet** for your obsolete equipment—not a mere conversion or makeshift cabinet but a new and fresh treatment for music selling—as up to date as tomorrow's newspaper. Available as a complete unit or the cabinet only—for use with Concert Masters, Colonels, Majors, Commanders and 7850's. Other models now being designed for other equipment. Convert your own obsolete equipment or exchange the above models for a complete unit.

The MIRRO-MATIC gives you a custom built phonograph designed for the individual location —tops any mass production phonograph model for Eye Appeal, Location Appeal and Player Appeal—assures long term operation and high earnings.

The Trend is Toward Custom Built Phonographs

Modernize your obsolete equipment

Phone, wire, or write our nearest office for price and details

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SAN FRANCISCO
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LOS ANGELES

AUTOMATIC MUSIC

Television No Big Threat

SCAMOA Offers Members Record, Phono Plan

LOS ANGELES—Excessive summer heat and vacations reduced attendance at an important meeting of the Southern California Music Operators Assn. held recently at Embassy Auditorium. Principal items of discussion were plans for establishing a service at association headquarters for sale of records to operators at wholesale prices, and arrangements for operators to buy new phonograph equipment through two local distributors at 25 per cent discount, without down payment.

The meeting was opened by George Arraj, president, and conducted by Jay Bullock, managing director. The latter introduced representatives of record companies who agreed to place their records on consignment at association headquarters. Represented at the meeting were Capitol, Decca, Trilon, Bullet, Specialty, Modern, and Enterprise. Ben Pollack of Jewel Records announced that he is now sales manager of Black and White label and promised to co-operate with operators. Palmer Vogel of Exclusive said that his firm would see that records were made available to operators at association headquarters.

S. Dickerman announced his intention to buy several thousand used records weekly from music operators.

Plans of the association to provide a central purchasing point for all independent and major records were well received by operators attending the meeting. Operators stated that they spend a great deal of time record-shopping for independently re-

(See SCAMOA, Page 38)

Locations Sour on Expensive Deal, Yearn for Easy Phono Dollars

CHICAGO—Now that the tumult has died down and the sheen has been rubbed off the novelty, stark realism has invaded locations, dispersing the "big money" dreams centered around television.

Location owners who anticipated business doubling and trebling under the impetus of video equipment are casting longing eyes at their automatic music units—because, come what may in the field of novelty, they realize that music-via-coin, having proved itself a steady source of income for almost two decades, is here to stay.

When the first television sets made their debut, proprietors pounced upon this innovation with zeal in the expectation that it would boost sales volume back to wartime levels.

"When I install a phonograph," the owner reasoned, "it is true that it doesn't cost me a cent, while television involves an investment of between $1,000 and $2,000. But think of the crowds I'll be able to draw and the increased business which will result."

So the phonograph plug was pulled during certain hours and television flashed on the screen. Then came the rude awakening. Location after location discovered, much to their chagrin, that while customers sit by the hour, drinking or eating, and keep the phonograph going strong to provide background music for their moods and feelings, the same customers must pay undivided attention to the screen; as a result, patrons nurse a couple drinks or a sandwich and depart when the program is finished.

The unvarnished fact is that while television has drawn swarms of newcomers to locations, part of the "swarm" consists of transients and undesirables who crowd out regular customers and whose purchasing power is pathetically weak. And all the while television is screened, automatic music is silent, which is certainly a deterrent to the location's source of revenue-without-investment.

Anyone with a little far-sighted vision can see which way the wind is wafting. Remember when radio first made its debut and how locations rushed to install them? When the price of sets dropped and everyone began buying them for home use, remember how radios in locations lost their appeal?

For a repeat performance, watch the unfolding history of television. As soon as prices are reduced so that they are within reach of the average consumer's pocket-

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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Organized to Protect the Automatic Phonograph Industry

This association has saved the operators thousands of dollars in unfair taxation. Automatic music is a legal, legitimate business and we shall always fight to keep it so. We are interested at all times in hearing from other associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *State President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

book, then video will go the way of radio. Locations, who have invested a tidy sum, will find themselves with white elephants and will try to figure out ways and means of realizing a return on their investment.

And while the location men are squirming in their dilemma, skillfully engineered music systems of Phonodom will be in operation, pulling in the coin to help the proprietor redeem the cost of 1947's expensive experiment.

SCAMOA

(Continued from Page 37)

corded tunes and that ability to purchase them at the association would be a real service.

The threat of television in bars and taverns to the automatic music business was discussed. Most operators admitted that television had reduced play on the phonographs but pointed out that it also had reduced liquor sales to such an extent that bar and tavern owners would not likely continue to permit television shows in their establishments merely for sightseers. Consensus was that television at present is causing a loss in profits but would be no threat when its novelty had worn off and people had become accustomed to seeing televised shows in their own homes.

Eddie Ferguson of the association stressed that operators must provide equipment suitable to locations and that regardless of their union affiliations, they cannot force locations to accept outmoded equipment. Furthermore, he declared, individual operators cannot threaten to throw a picket line around a location for infraction of union regulations. This is a matter for association officials.

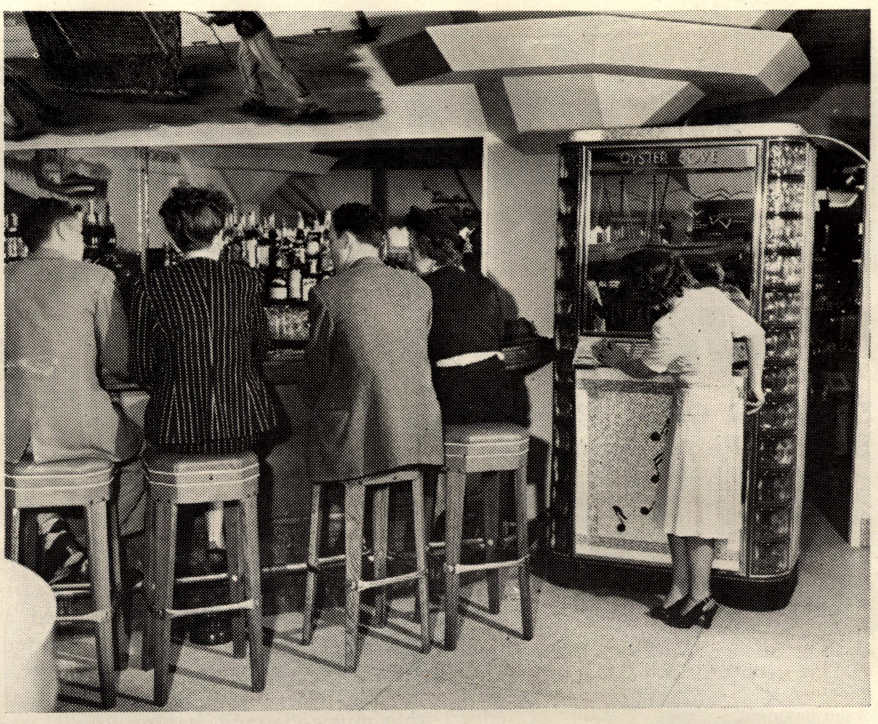
Jay Bullock announced that two local distributors had agreed to sell new phonograph equipment of any kind to SCAMOA members without down payment and at a discount equivalent to their own commission, amounting to about 25 per cent. This arrangement will enable union members to purchase equipment more advantageously than non-union members and to provide superior service to locations.

In its drive to increase operators' commissions, Bullock stressed the need for more members so that the association could take a stronger stand in presenting to locations the necessity of reducing location commissions. At previous meetings operators had been urged to draft a model letter to a location presenting the reasons for increased operator commissions. A $25 prize has been offered for the best letter, which can be sent to all locations served by association members. Bullock called for more letters, as it is important that a concerted drive be made immediately to adjust commissions.

A wire and confirmatory letter from William Green, president of A. F. of L., were read in which Green stated that "installing, servicing, maintaining or repairing electrical coin-operated machines comes under the jurisdiction of the IBEW." It was announced that the jurisdictional dispute continues between the IBEW and the Teamster's Union, but that there are hopes the dispute will soon be settled in favor of the IBEW.

It was also announced that association $1 stickers must be on all machines by the 7th of the month, or locations where such machines are placed can be "jumped" by other association members.

Announcement was made of the appointment of new board members: E. R. Rippee, Thomas Workman, and G. L. Catlin, to serve until regular elections next January.



Here is the new Mirro-matic recently installed at the Oyster Cover (Tarantino's Fisherman's Wharf, San Francisco) by E. T. Mape Distributing Co. Tarantino's is also equipped by World Wired Music.

Tradio Irons Out Some Wrinkles

ASBURY PARK—The hotel man walked into the Tradio plant and wanted to know why his laundry wasn't being picked up. "I've been sending it here for the last ten years," he said, "and now you don't care about my business."

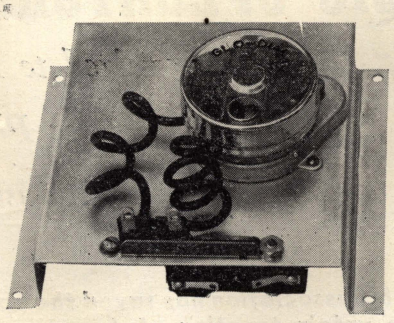
Harry Rockafeller, Tradio sales manager, explained that the laundry was out of business and this was now the home of Tradio, coin-operated radio. Rockafeller breached the gap between laundry and Tradio so well that he sold the man 50 sets.

•

Donate to RUNYON FUND Now

INCREASE YOUR TAKE!

Simple, inexpensive! Tests have shown phonograph take increased three to four hundred per cent with this device. Automatically plays a selected record at twenty-minute intervals. Free play reminds customers of the availability of music, stimulates desire to hear more. Can also be used to plug tunes! Easily installed. Buy one, try it. See it increase your take!



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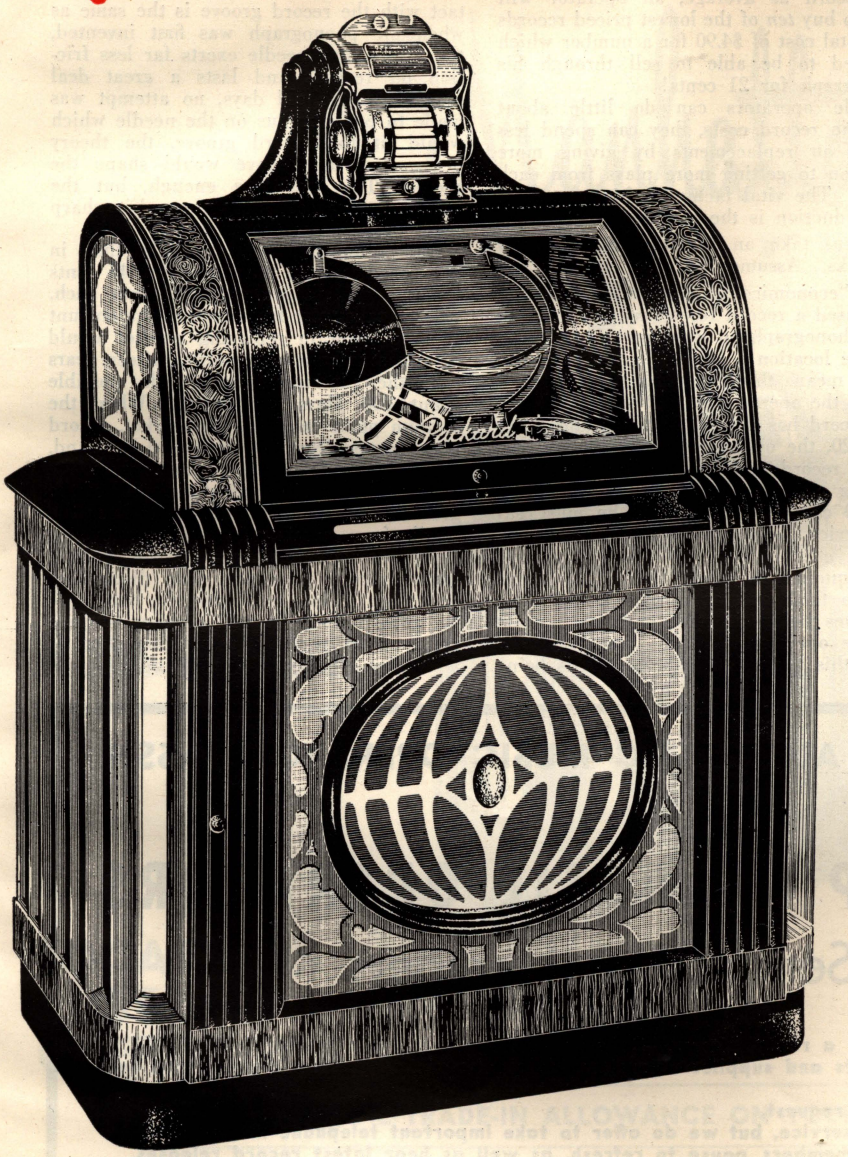

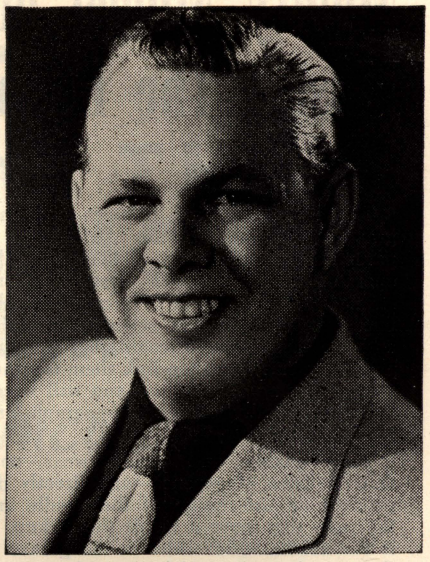

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"The MANHATTAN"

Provides...

- **A bigger GROSS!**
- **A bigger CUT FOR YOU!**

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- **A MIRACLE OF DESIGN AND PLAY APPEAL!**

The impressive elegance of "The MANHATTAN"—its breath-taking beauty, its marvelous tone, the dramatic impact of its smoothly operating changer, the magic fascination of Packard's famous selector—all combine to win operators *greater play* . . . and make operators *bigger profits*. "The MANHATTAN" is the engineering triumph of the Industry. No other phonograph can match its unrivaled features!

PLACE YOUR ORDER TODAY!

THE LATEST IN INDEPENDENT PHONOGRAPH RECORDS FOR JUKE BOXES

JACK GUTSHALL DISTRIBUTING COMPANY

1870 W. WASHINGTON BLVD. (ROchester 2103) LOS ANGELES 7, CALIF.

Mighty Midget of Automatic Music—The Phonograph Needle

by Clarence Beardslee

The connecting link between a phonograph and a record is the needle—and to paraphrase the example of the chain, the operator's entire music system is no stronger than this tiny link. Take the finest phonograph that science can build and the most perfect record that pressing plants can turn out, then link them together with a "wrong" needle and you will wreck the tone quality of the phonograph and ruin the record.

Tone quality and record wear—both definite items of expense—are directly dependent on the design of the needle and the parts that move it inside the pickup. It is the needle which rides in the groove of the record, is vibrated by it, and transmits these vibrations to the pickup. Examined under a microscope, the record groove shows wavy lines, with peaks farther apart in lower frequencies and much closer together in higher ones. The needle which fits neither tightly nor loosely but rests evenly without touching the bottom of the groove, which responds to the waves in the groove without over- or under-emphasis in any frequency, is the needle which will produce the most satisfactory music with the minimum amount of record wear.

Needles are a considerable item of expense, as any operator will testify. With a route of 20 phonographs, an operator probably will spend about $17 a month on needles alone. But the quality of these needles—and of course the weight of the tone arm—have a definite relation to the number of records the operator will buy. Some operators figure their needle expense as about ten per cent of the amount they spend for records. However, if the needles the operator is using are not "right," if they are damaging his records, it is obvious that the abnormally high replacement of records will increase his costs. Furthermore, a needle that kills records is also a needle that produces inferior music—and the operator who sells inferior music soon won't be able to give it away.

is something that many an operator could study with profit. Operators complain that the majority of phonograph records have deteriorated in wearing quality in recent years. It is said that the average record for which the operator pays about 49 cents gives only about 150 satisfactory plays—and many an operator considers himself lucky if he gets even 75. Before the war, the operator paid 21 cents for a record which gave from 1,500 to 2,000 plays. A little figuring shows what a tremendous cost rise has occurred. Taking 150 plays per record as average, an operator will have to buy *ten* of the lowest priced records at a total cost of $4.90 for a number which he used to be able to sell through his phonograph for 21 cents!

While operators can do little about lowering record costs, they can spend less money on replacements by giving more attention to getting more plays from each record. The vital factor in this process of cost reduction is the needle.

Let us take an example and see how it works. Assume that the operator has

The "economics" of good and bad needles purchased a record for 60 cents and put it in a phonograph on location. He is allowing the location a 50 per cent commission, which means that each time the record is played the operator earns 2½ cents. When the record has played 24 times and taken in $1.20, the operator has earned the cost of the record. But he still has not started making a profit on the record, for out of the 60 cents he has earned he must pay for service, depreciation, cost of the phonograph, etc. A number of operators who were questioned about this point stated that in their opinion a record must play 48 times before it starts making a profit for the operator.

On this basis, if a poor needle is being used and is permitting only 75 plays per record, it follows that the operator will *gross* only 67½ cents after the first 48 plays—and then have to buy another record. Consider how this pyramids costs. If the record plays 150 times, the gross profit, after the initial 48 plays, will be $2.55. On the other hand, if the operator has to buy two records (involving two initial 48 plays) to get 150 plays, his gross profit will be only $1.35.

Apply these figures to the hundred-odd records that an average operator buys a month and it becomes apparent that the needle—about which so many people give little thought—has a very important bearing on the operator's profits.

The modern semi-permanent type phonograph needle is the product of astonishingly exhaustive research and tests. It is in the truest sense a precision instrument, designed with a highly polished durable point and a controlled radius which in some instances does not vary from needle to needle more than 1-10,000ths of an inch. Though the principle of frictional contact with the record groove is the same as when the phonograph was first invented, the present-day needle exerts far less friction on records and lasts a great deal longer. In the old days, no attempt was made to put a radius on the needle which would fit the record groove, the theory being that the groove would shape the needle. This was true enough, but the needle rapidly lost its contour and its sharp edges broke down the groove.

One veteran operator recalls that in 1929 needles were purchased for 45 cents a dozen and played only 50 times each. Service calls were frequent and the amount of time spent in replacing needles would be almost unbelievable today. Fifteen years ago, the platinum point made possible about 200 plays per record. When the osmium point came on the market, record play jumped from 200 to several thousand.

The ideal "fit" for a needle is when the needle tracks easily against the walls of the grooves, with sufficient pressure to keep the needle from jumping out of the groove on heavy passages or warped records (which causes record wear and tone distortion) and when it does not touch the bottom of the groove where it will pick up surface noise caused by dirt and foreign matter. If

(See Mighty Midget, Page 44)

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FRIENDLY HELP TO MUSIC OPERATORS

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1. Aid in procuring new locations.
2. Opportunities to place phonographs on a rental basis. (Calls requesting rentals are received daily.)
3. A "Will Call" service for records, parts and supplies. Merchandise can be picked up at the operator's convenience.
4. Applications for licenses at operator's request.
5. We cannot offer a telephone exchange service, but we do offer to take important telephone messages.
6. Use of our clubroom facilities where members pause to refresh, as well as hear latest record releases.

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OPERATORS: Your ideas and suggestions are warmly welcomed. Please write.

E. JAY BULLOCK
MANAGING DIRECTOR
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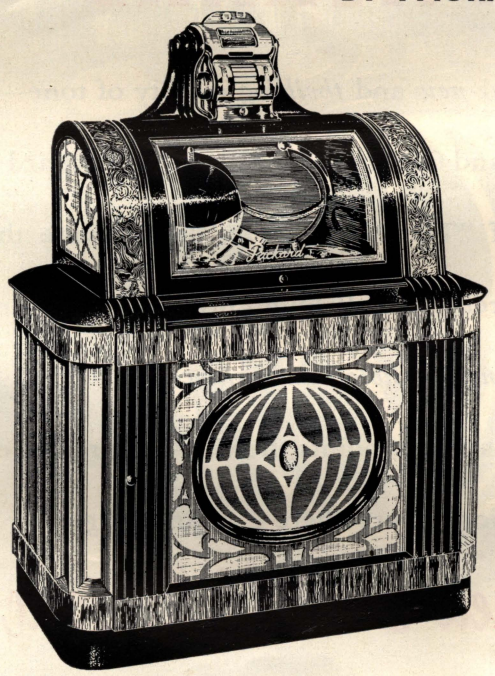
THE SOLUTION TO THE MUSIC OPERATORS MOST PRESSING PROBLEM - -

"How Can I Increase My Income?"

SIMPLY INSTALL
THE

"Manhattan"

BY PACKARD



MORE PLAY!

MORE APPEAL!

MORE PAY!

MORE EVERYTHING!

LOCATIONS WILL DEMAND IT . . .
CUSTOMERS WILL APPLAUD IT . . .
OPERATORS WILL PROFIT BY IT . . .

LIBERAL TRADE-IN ALLOWANCE ON YOUR OLD EQUIPMENT

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Tone

THE FINEST EVER ACHIEVED BY ANY PHONOGRAPH . . . A MIRACLE IN FIDELITY!

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For the first time you hear *new* and *thrilling* quality of tone—unsurpassed for richness, full beauty and fidelity of reproduction! Packard scientifically designed the cabinet of "The MANHATTAN" to provide the acoustical properties necessary to reinforce all sound properly . . . to increase resonance and produce *the finest possible tonal balance.*

Engineering by PACKARD now points the way—to greater enjoyment of recorded music in locations everywhere . . . and to *greater profit for all operators . . .* *for a new Era in Automatic Music*

PACKARD MANUFACTURING CORP. • Indianapolis 7, Indiana

the finest,
most luxurious
. . . highest priced
commercial phonograph made!

"THE MANHATTAN"

by Packard

the phonograph every location will demand!

MIGHTY MIDGET

(Continued from Page 40)

the needle is too thin for the groove, it will oscillate from side to side and cause wear and distortion. If the needle point tracks on the bottom of the groove and is fairly thick, two sides of the needle will make contact with the walls and cause needle chatter. If the tip of the point touches the groove at only two points, it will cause record wear.

A number of different types of needles are on the market, and the operator generally decides on certain types after experimenting with them on his various machines. One type of needle will be found to cause less wear on softer records, while another type will be more suitable for records made of harder materials. A jewel-tipped needle may have a tendency to jump out of the record groove if the machine is jarred while playing or is slightly off balance. Precious metal-tipped needles, using osmium, permium, or loranium, wear rapidly on the first few records, but after that may give several thousand plays.

Tone arms of automatic phonographs vary in weight from ¾ to 2½ ounces, and this weight should be taken into consideration when purchasing needles. The older types of phonographs have heavier tone arms and in most cases require metallic needles.

Years ago, the sapphire needle was tried on automatic phonographs, but not always with success, as the round, hard point was apt to jump out of the record groove. Before the war, the heavier weight of automatic phonograph tone arms generally prevented the use of sapphire pointed needles. The new low-pressure tone arms, however, have proved well adapted for the sapphire needle in a number of cases. A large number of Seeburg phonographs come equipped with sapphire-tipped needles and according to the manufacturer should give from 3,000 to 6,000 plays without excessive wear.

One West Coast operator reports that he has gotten up to 10,000 plays with a sapphire needle mounted in the pickup of a Seeburg. It is likely that this type of needle will become more popular on the phonographs coming on the market this year. The sapphire should be used on newer machines as excessive pressure and shock may damage the point and ruin the records.

The tendency of most manufacturers has been to produce a tone arm which will reduce the pressure with which the needle is applied to the record. The adoption of the crystal pickup, replacing the old magnetic type, has enabled manufacturers to produce this result. A needle may seem like a very small object with practically no weight, but when it must be pushed from side to side as rapidly as 5,000 times or more each second, the inertia becomes a very large force working against the record groove. For low record wear and realism of tone, the needle should resist as little as possible being pushed sideways by the groove. With the newer type of tone arms, this resistance is reduced to a minimum.

Thus it is apparent that a new machine, with low pressure tone arm, and a needle which will produce the least wearing friction on the record groove, is a combination which will enable the operator to get more plays from each record, and more profit from each record, with less trouble and expense.

The relationship between metallic needle and record is one of give and take. The metallic needle must have a point perfectly smooth and round and must fit the groove reasonably well. This is achieved by having the record grind down the needle to fit. But both record and needle must wear together, for if the *record* does not "give" it wears out the needle too fast, and if the *needle* does not "give" it grinds away the grooves of the record too fast.

Many operators make it a practice to change needles with every record change, regardless of the condition of the needle. Such a practice is often a waste of money. The phonograph needle seems so small an item that the majority of operators do not give it as much thought as they should. It is safe to say that there is not an operator in business who could not increase his profits and improve his service to locations and public by studying and experimenting with various needles to learn of their wearing qualities and their importance to music merchandising. For the needle is a mighty midget which can do wonders for you—or against you.

It happened recently at a meeting of Packard operators and servicemen at Phoenix, Ariz. As Bill Simmons, Packard western sales manager, explained, "They threatened to pitch us into the corral, if we didn't deck ourselves out in some new cowboy togs!" Here's Simmons sporting a new shirt and tie; Everett Borough, Packard southwestern regional manager, with shirt and belt, and Allen Brown, Packard's western field service instructor, wearing a big neckerchief.

Reiwitz Honored in Radio Broadcast

DENVER—Wolf Reiwitz's far-flung charitable aid to needy groups was duly recognized recently when the owner of Wolf Sales Co. was the subject of the "Toast of the Week" program over a local Denver radio station.

Reiwitz, Wurlitzer distributor, has donated $8,000 worth of music equipment yearly to religious and charitable organizations in this area.

New Sales Office for AMI

CHICAGO—The general sales department of AMI, Inc. has been moved to 127 North Dearborn St.

NEW NEEDLE SERVICE
LET US RE-SHARPEN
YOUR JUKE BOX NEEDLES

A Dependable Service
A Precision Service
A Guaranteed Service
An Economical Service

Write for details and free Shipping Containers

RE-SHARP NEEDLE SERVICE
P.O. Box 770
FORT DODGE, IOWA

L. A. Rock-Ola Operators To Get Special Training

LOS ANGELES—Rock-Ola operators and service men in this territory will soon have an opportunity to attend a course of special training at the Badger Sales Co. showrooms, according to William R. Happel, Jr.

Happel's nephew, William E. Happel, has just returned from a trip to Chicago, where he attended a five-day special course given for distributors at the Rock-Ola factory to acquaint them with the training courses in their territories.

Known as the Visualcast Service Training Program, the course will consist of five one-hour sessions, using motion pictures and the Rock-Ola Service Specialists' Handbook. All Rock-Ola operators and their service men will be urged to attend, according to Happel.

At the completion of the course, each person who has attended will be given a set of questions to answer, and those who qualify will be awarded a diploma. Announcements with complete details will be sent out shortly.

Arthur Murray Studio Installs Seeburg System

PORTLAND, Ore.—The versatility of Seeburg's "engineered to fit" music system has once again been ably demonstrated. The Arthur Murray Dance Studio of this city is using four Seeburgs. A four-channel selector switch has been installed in each of the instruction rooms which enables the instructor to select music from any of the four instruments. All it requires is a flick of the finger.

Installation was engineered by A. Edwin Eby of Jack R. Moore Co. J. Stephen Boyden, manager of the studio, says that by advance planning, daily teaching hours are not interrupted and the music is helping students to learn faster.

Cade Opens Philly Packard Office

PHILADELPHIA — The opening of the Cade Distributing Co., new Packard distributor here, was held recently with about 275 operators and guests from the entire territory present for entertainment, a buffet dinner, and to wish Charles L. Cade and his staff the best of luck in the new venture.

Heading the list of guests was Homer E. Capehart, chairman of the Packard board of directors, who expressed faith in the music machine industry.

Another feature of the evening was the first eastern showing of Packard's new *Manhattan* phonograph, which was viewed with interest by members of the Industry.

Cade, formerly a business manager of the Phonograph Operators' Assn. of Eastern Pennsylvania and a Wurlitzer distributor in Baltimore, also expressed faith in phonograph operations.

"As long as the manufacturers can produce eye-appealing machines for us," he said, "there is no reason to fear for the future of the music machine industry."

Softball Team

PHILADELPHIA—The Phonograph Operators' Assn. of this city and Automatic Equipment Co., Philadelphia distributors for Seeburg are co-sponsoring a softball team in the Ditman Athletic Assn. The team, managed by Jim O'Brien of the association, won its opening game.

CORRECTION

In the advertisement of Minthorne Music Co., appearing on the front cover of the August REVIEW, reference was made to "30-Wire or Wireless Wallomatics." This was an error. The copy should have read "3-Wire or Wireless Wallomatics."

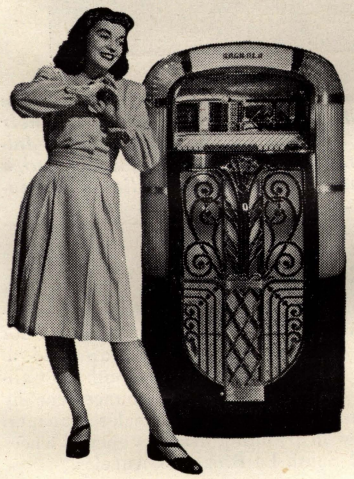
of Course MORE ANIMATION

of Course MORE COLOR

of Course ROCK-OLA

THE PHONOGRAPH THAT SELLS MUSIC

of Course BETTER TONE



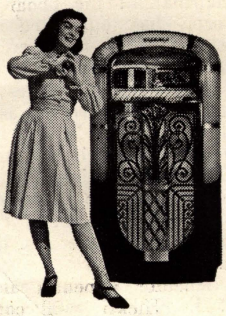
COIN MACHINE REVIEW

45

FOR SEPTEMBER 1947

of Course BEST DESIGN

of Course HIGHER FIDELITY



RMC

ROCK-OLA Manufacturing Corporation
800 N. Kedzie Ave. • Chicago 51, Ill.

Law Deals Blow to Pennsy Television

PHILADELPHIA — Television, regarded by many local music machine operators as their chief competitor in taprooms, was dealt a stunning blow recently by a court decision which will require taverns in Pennsylvania showing telecasts to obtain expensive amusement licenses.

The decision, of Dauphin County Court, held that an act requiring liquor establishments to obtain amusement permits if they showed motion pictures applied to video shows. The court in effect held that a television show is moving pictures.

Immediate effect of the decision was to discourage taproom owners who do not have television from buying receivers. The new tax is $120 annually for liquor licensees and $60 annually for beer licensees.

But the Philadelphia Retail Liquor Dealers Assn. and several retailers have filed exceptions to the court's holding. An argument date will be set and it is believed that if the ruling is adverse the association will take an appeal.

The case started last March, when the State Liquor Control Board ordered that television use in taprooms was unlawful without a license. The association and retailers went into court to restrain the Liquor Board from collecting the license fee.

At that time, taproom owners believed television would be a great stimulus to business. Many now have changed their minds. The machines have attracted viewers, but tavern proprietors have found that the viewers stay long and buy little. Many would like to get rid of their receivers but feel they can't because the place across the street has one—competition. The heavy license fee is just another heavy blow on top of falling business.

Members of the Phonograph Operators' Assn. of Eastern Pennsylvania warned taproom owners that television would hurt business.

"We knew," said Charles Hannum, business manager of the association, "that television would be like a floor show. During a floor show, customers don't ordinarily buy drinks or food. And some television shows, like the ball games, last three hours."

Another indication that Wurlitzer Phonographs are as much a part of the American scene as a "Coke" is this photograph used by Pacific Mills in their national advertising. While modeling the new, original line of teen-age "pedal-pushers" and sport shirts, these attractive young people listen and dance to a Wurlitzer 1015. All over America it's the same way—it takes a Wurlitzer Phonograph to make the "picture" complete.

Operators, however, have confidence in the industry and believe that as more television receivers go into homes they no longer will be a novelty attracting tavern trade. When video no longer is a novelty, they say, taproom customers will turn to good records again rather than what may be flashing on the tele-screen.

New Packard Distributor

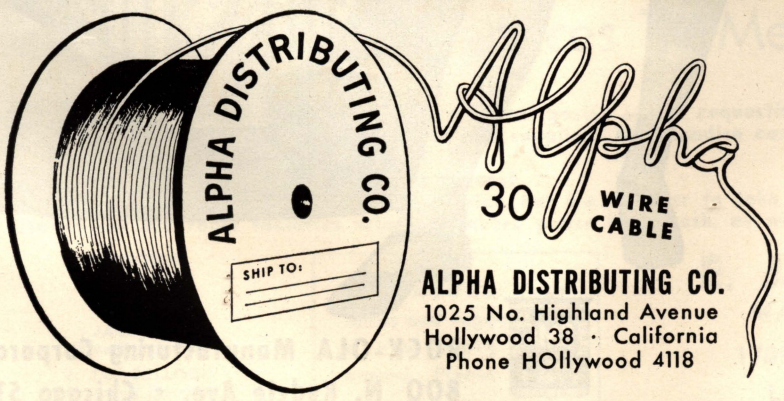
INDIANAPOLIS—Calvert Novelty Co. has been named Baltimore distributor for Packard's new Manhattan phonograph and Packard's complete line of speakers and music accessories.

Arthur Nyberg, owner of Calvert, has placed the phonograph department under the supervision of Ken Bogle.

30-WIRE CABLE

EVERY SPOOL CONTINUITY TESTED—STANDARD COLOR CODE (Western sales approaching two million feet without a single complaint)

Place Your Order Now for Immediate Delivery



ALPHA DISTRIBUTING CO.
1025 No. Highland Avenue
Hollywood 38 · California
Phone HOllywood 4118

Aireon Appoints New So. Calif. Distributor

LOS ANGELES—The distributing franchise of Aireon Manufacturing Corp. for Southern California has been awarded to Aireon Sales and Service of Southern California, according to an announcement by Ed Wisler, Aireon western sales manager. The new distributing firm has opened offices at 1501 South La Brea, Los Angeles.

In making the announcement, Wisler said: "Aireon Sales and Service of Southern California is ably headed by Joseph R. Craco, Jr., general manager, who has many friends among local music operators.

"I know that the musicmen of Southern California are going to get a big surprise when they see Aireon's new line of automatic phonograph equipment. They'll also be impressed with our service set-up, headed by Paul Herrman, which has been built into this organization to take care of its customers. I extend an invitation to all musicmen to drop by and say 'Hello.'"

Wisler is closing his offices on Highland Ave., Hollywood, and will make his headquarters at the new distributor's offices, where he will be glad to greet his old friends and introduce them to the new distributor.

Cade, Bolles Join Packard

INDIANAPOLIS — Homer E. Capehart, chairman of the board of Packard Mfg. Corp., has appointed Charles L. Cade general sales manager, and William P. Bolles sales promotion manager.

After years of sales and business experience, Cade served as business manager of the Eastern Pennsylvania Phonograph Operators Association and later founded the Cade Distributing Co., in Philadelphia, distributing the Packard line.

Bolles was formerly connected with the Rudolph Wurlitzer Co. in an executive capacity.

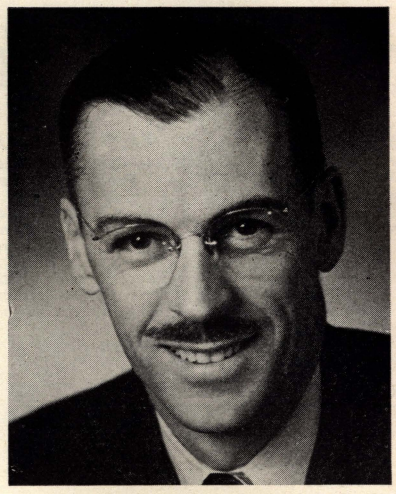
Senator Capehart also announced that T. J. Hicklin will continue as assistant general sales manager and that J. F. Ratliff has been named assistant treasurer.

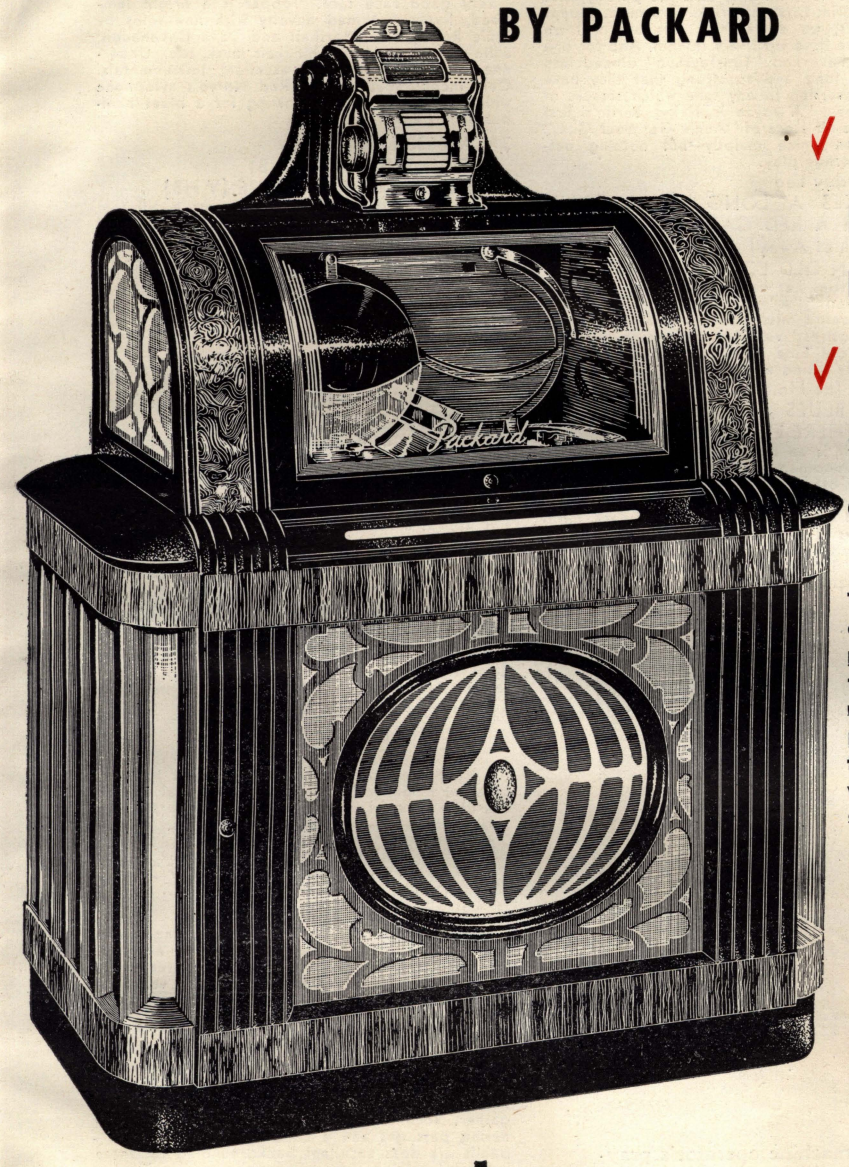
"Instant Increase of Play Wherever Placed"—

THAT'S THE REPORT OF OPERATORS ABOUT

"THE Manhattan"

BY PACKARD





✓ "The MANHATTAN" has been built specifically to take and hold every location.

✓ "The MANHATTAN has unsurpassed appearance, play appeal, tone!

The brilliant design, gorgeous color, soft lighting, eye-appeal and play-appeal of this revolutionary phonograph will surprise and delight your patrons! Mechanically, "The MANHATTAN" is a marvel of simplicity and perfection—the finest phonograph ever produced! It will get more play than any other instrument on the market . . . it will enable *you* to ask for *AND GET* a larger share of the gross take *than ever before!*

NOW ON DISPLAY

SEE IT ! ! ! !

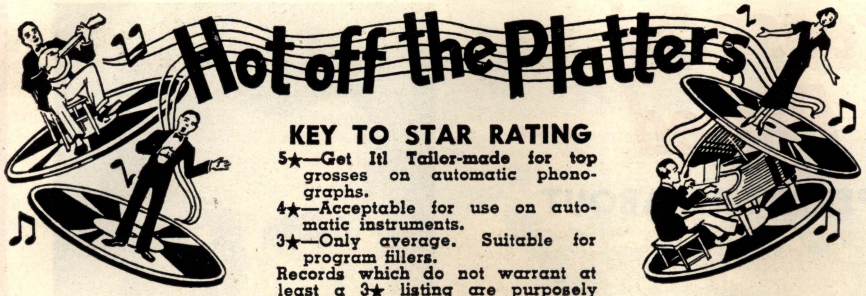
HEAR IT ! ! ! !

The Nickabob Company

NICK CARTER

NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California



KEY TO STAR RATING

5★—Get It! Tailor-made for top grosses on automatic phonographs.
4★—Acceptable for use on automatic instruments.
3★—Only average. Suitable for program fillers.
Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

APOLLO

3★ 769 Illinois Jacquet
ROBBINS' NEST (FT)
JACQUET MOOD (FT)

A pair of jazz instrumentals. First is taken at a slow tempo with some unusual relaxed playing. Flipover speeds up and has some torrid passages. Best for race spots.

3★ 1063 Cy Walter
WARSAW CONCERTO (Piano) Parts 1 and 2

While this is the first time this work has ever received a complete piano treatment on a ten-inch disc, it hardly makes top bracket fare for the automatics. Piano work is very good and record is worthy of consideration for your better spots.

4★ 1069 Chu Chu Martinez
SAY NO MORE (V FT)
ROSES IN THE RAIN (V FT)

On his premier waxing for Apollo, Martinez waxes two pops and packs 'em with plenty of feeling and sentiment. Jerry Jerome's orchestra backs up. Tunes are topnotchers and should hit the public's fancy. Get it.

BLACK & WHITE

3★ 3016 Gaylord Carter
SONG OF THE VOLGA BOATMAN (Inst.)
MEADOWLAND (Inst.)

Regardless of our political relations with Russia, this duo is mighty stirring, delivered with all of Carter's organ artistry. Sure-fire in certain locations.

CAPITOL

3★ B443 Jo Stafford
LOVE AND THE WEATHER (V FT)
FEUDIN' AND FIGHTIN' (V N)

We knew it was coming: ever since Jo Stafford teamed with Red Ingle on their hitsashion, "Tim-Tayshun," it was only natural that the disc maker would try to follow up with another of the same type. "B" is strictly hillbilly sans the parody, with a couple of "Tim-Tayshun" tricks thrown in. Except for cow spots, we don't think this one will go strong, despite its good lively rhythm. And for one reason: folks have had "Tim-Tayshun" dinned into their ears so long and so strong that they have built up an aversion to any tune which smacks of the same type. "A" side is Irving Berlin's first song since the hit score of "Annie Get Your Gun." Nice treatment, nice melody—but nothing outstanding. Average play.

3★ B445 Peggy Lee
IT TAKES A LONG LONG TRAIN WITH A RED CABOOSE (To Carry My Blues Away) (V Blues)
JUST AN OLD LOVE OF MINE (V FT)

Peggy Lee tries her hand at bluesing and does remarkably well. "A" is a sparky arrangement, and Peggy doesn't miss a trick. Underfling showcases the songstress' velvet smooth voice and intimate styling but tune lacks body and moves too slowly, thereby losing effectiveness.

4★ A40022 The Hollywood Hucksters
HAPPY BLUES (V N)
THEM THERE EYES (Inst.)

Front biscuit is an unusual platter: Stan Kenton and Benny Goodman team together as vocalists and rib each other about their singing and their styles of music. The novelty of these two bandsters chirping—and they handle the words in easy, natural style—plus a fine bunch of instrumentalists, sparked by Red Norvo on vibes—makes this a high pay disc. "B" is straight instrumental with Norvo's vibes again pacing the way. Wide edge to "A."

4★ A40023 Joe Alexander
CLING TO ME, BABY (V Blues)
EVERYTHING YOU SAID CAME TRUE (V FT)

Joe Alexander tries his hand at blues on the spin-up and turns in an easy-flowing rendition. Good. The reverse side features a revival of a tune which was popular in 1934 and the stellar baritone, aided by a male vocal group, gives it depth and feeling. "B" is definitely "the" side for all types of locations.

3★ A40026 Merle Travis
FAT GAL (V HB)
MERLE'S BOOGIE WOOGIE (V HB)

These can't fail to clink coin in western spots. The girls with heft won't like the first one but every other cowtown listener will. Lyrics are cute and number has zest and snap. "B" features intricate guitar pickings which spice this disc considerably.

3★ A40028 Julia Lee
SNATCH AND GRAB IT (V N)
I WAS WRONG (V Blues)

Very good race fare. Topper is a bright tempoed, lively rhythmed novelty with fine solos by Ernie Royal, Jack Marshall and Dave Cavanaugh; Julia's piano and voice hit their mark, too. Underone is good blues with excellent instrumentals. Only incongruous note is Red Norvo's xylophone which is too bright and tinkling for a blues number of this kind.

3★ A40030 Milo Twins
COO SEE COO (V HB)
PRETTY MAMA BOOGIE (V HB)

The Milo Twins make their debut with a different interpretation to hill music. The pansy-voiced twins add color to the initial offering, which is nicely guitared, and then sock home some country boogie on the spinster. Some nice harmonica licks on the latter.

COLUMBIA

3★ 37555 Dinah Shore
ALL MY LOVE (V Waltz)
(I'm Gonna Wait) A LITTLE BIT LONGER (For That Never-on-Time Baby of Mine) (V FT)

Shades of "The Anniversary Song" are evident on the front spin, with Sonny Burke's ork and Dinah's silvery voice doing a fine job on a beautiful waltz. Question still remains: Are phono listeners receptive to more waltzes or was that a passing fad? Flip spin is a novelty—just fair.

4★ 37556 Xavier Cugat
COME TO THE MARDI GRAS (Samba VC)
MIAMI BEACH RHUMBA (Rhumba VC)

Cugie's gang is in stellar form; Aladdin and the Boyd Triplets are excellent on the vocals; superb rhythm throughout.

4★ 37557 Les Brown
DON'T TELL ME (FT VC)
EVERY SO OFTEN (FT VC)

A couple of super-smoothies. Pleasant to hear, pleasant to dance to. Ray Kellogg's vocal on "B" is a little shaky at times but not enough to pull this away from the four-star rating it deserves.

4★ 37558 Claude Thornhill
YOU'RE NOT SO EASY TO FORGET (V FT)
JUST PLAIN LOVE (FT VC)

A mellow brace with Thornhill's rolling piano sparking throughout. Flip-on, featuring a warm, intimate vocal by Fran Warren, is the better of the two. Flip-over is done in lighter vein; vocal by Gene Williams is definitely below par.

4★ 37528 Dinah Shore and Frank Sinatra
TEA FOR TWO (V FT)
MY ROMANCE (V FT)

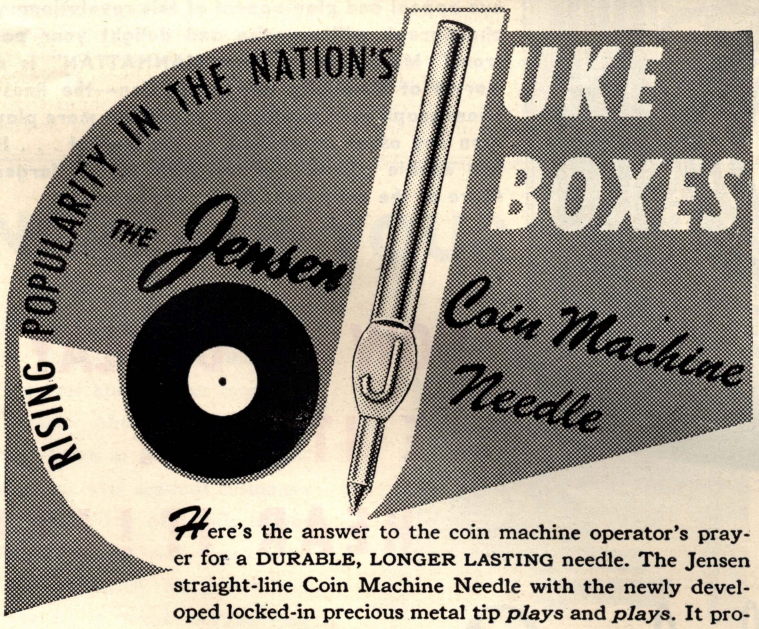
The title strip alone will attract play; this is the first time Dinah and Frankie have recorded together. Vocal arrangement is comprised of alternating passages and a unison ending. Axel Stordahl's ork does excellent backgrounding for these immortal oldies. Harmony is superb. Topper catches the encomiums, with "B" being just so-so.

5★ 37553 Woody Herman
BLOOP BLEEP (V N)
BABY, COME HOME (V FT)

In another month or so phono customers will scream in anguish when "A" is needled; right now it's a terrific hit which is riding high and it's a "must" for every music unit. Woody's offering is comprised of a clever vocal rendition and tricky, albeit apropos, orchestration. Side Two is a straight vocal, well done, and should draw good play.

4★ 37554 Frank Sinatra
I HAVE BUT ONE HEART (V FT)
AIN'TCHA EVER COMIN' BACK (V FT)

Frankie is at his swooningest best on this coupling. On "A" he takes the first chorus in English, the second in Italian. On the under-side, the Pied



Here's the answer to the coin machine operator's prayer for a DURABLE, LONGER LASTING needle. The Jensen straight-line Coin Machine Needle with the newly developed locked-in precious metal tip *plays* and *plays*. It provides a definite saving in operation costs, increases profits by *better play* over *much longer periods*. It's a *point* worth considering! Call your jobber today.

JENSEN INDUSTRIES, INC.
329 South Wood Street, Chicago 12, Illinois

National Distribution—Jobber's Name on Request

You Can't Miss Making More Money with a

WURLITZER

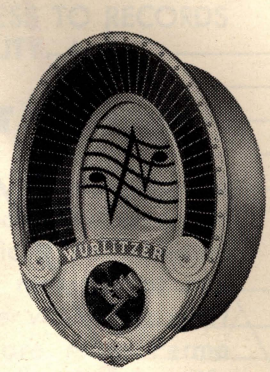
ENGINEERED MUSIC SYSTEM

MODEL 4005
Round Walnut Speaker

Get in on this money-maker! A Wurlitzer Engineered Music System is a SURE-FIRE way to step up your take from every location. Here are the facts.

The easier you make it for people to play your phonograph music, the more they will play it.

The better you make that music sound, the more they will want to hear it.

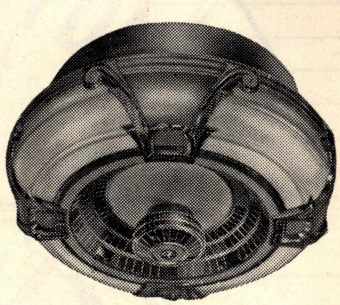


MODEL 4007
Oval Deluxe Speaker

COIN MACHINE REVIEW
49
FOR SEPTEMBER 1947

MODEL 4006
Round Mirror Speaker

More and more Rocky Mountain area Wurlitzer Music Merchants are getting on this bandwagon to higher profits. Follow suit. Check your locations. Each varies in size and shape... presents different acoustical problems. Each location requires an engineered music system tailor-made to the requirements of that particular spot. Once it's in, a Wurlitzer Engineered Music System can't miss making more and more PROFITS for you. Come in and talk it over TODAY.



MODEL 4008
Super Deluxe Wall or Ceiling Speaker

WOLF SALES COMPANY

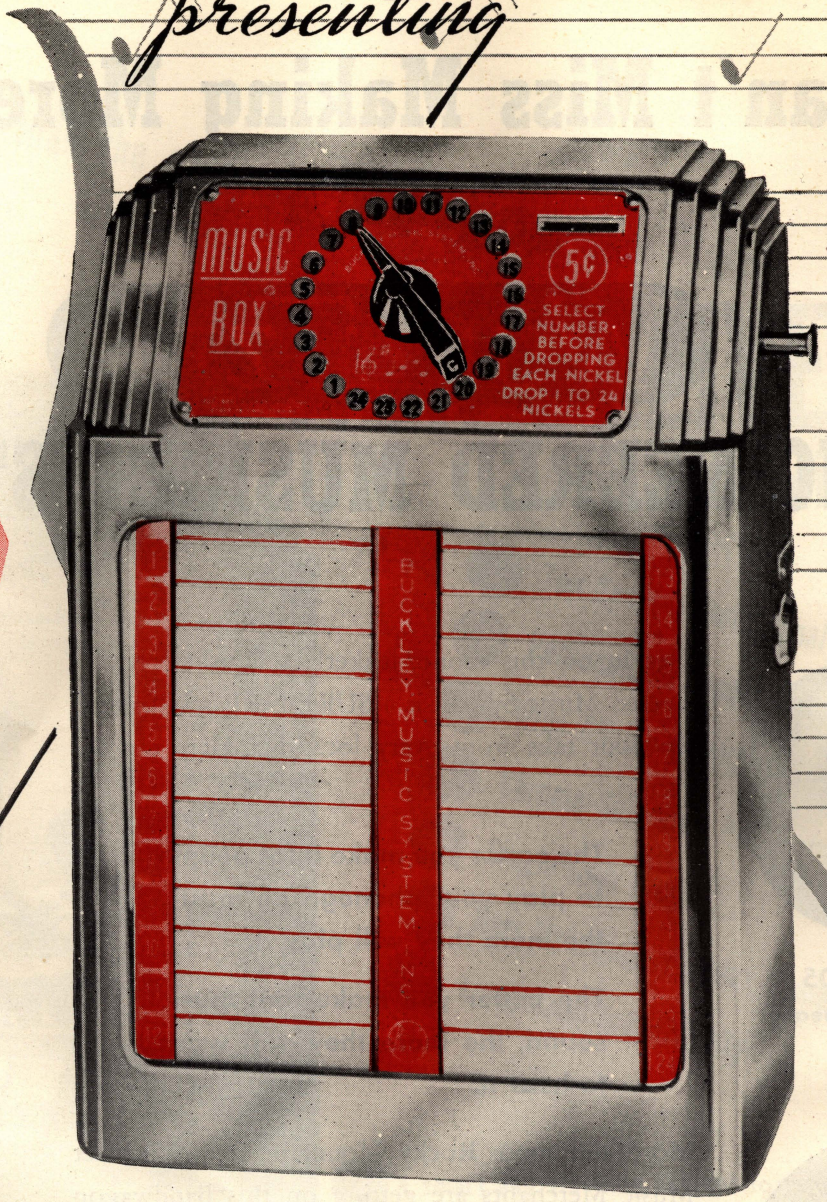
Exclusive WURLITZER *Distributors*

For Colorado, Wyoming, Utah, Arizona, New Mexico, Eastern Idaho, Eastern Nevada, Southern Montana and Western Texas

DENVER 2, COLORADO	EL PASO, TEXAS	SALT LAKE CITY, UTAH	PHOENIX, ARIZONA
1932 Broadway	2401-5 East Alameda St.	P. O. Box 1889	626 W. Washington St.

Ask our advice on the installation of Wurlitzer Engineered Music Systems

presenting



THE NEW *Music Box*

OPERATORS REDUCED PRICE

$25.00

F.O.B. CHICAGO

by Buckley

BUCKLEY MANUFACTURING COMPANY 4223 W. Lake St., Chicago

WILLIAM CORCORAN REGIONAL DISTRIBUTOR CAL., WASH., ORE., ARIZ., IDAHO, MONT. **1157 Post St., San Francisco, Calif.**

Pipers (borrowed from Capitol) chime in and help sock it across. Play bulge to "B."

4★ 37562 Tony Pastor
I'M SORRY I DIDN'T SAY I'M SORRY (V FT)
THE LADY FROM TWENTY-NINE PALMS (V FT)

Here is a contrasting pair of ditties and the first side is contrasty in itself. Starting off with the lush, warm, whispery vocal of Rose Mary Clooney, the vocal chores fall to Pastor who gives it a "groovy" treatment. Second tune is a brisk novelty with the band vocalizing with Tony. An operator's disc.

4★ 37544 Ray Noble
I WONDER WHO'S KISSING HER NOW (FT VC)
APRIL SHOWERS (FT VC)

Two oldies get new musical dresses on this platter and the modern attire should spring them into the Hit Parade class. Aiding vocally are The Sportsmen and Snooky Lanson. A crackerjack disc for operators.

3★ 37566 Johnny Bond
THE DAUGHTER OF JOLE BLON (HB V)
IT'S A SIN (HB V)

The to-be-expected sequel to "Jole Blon" falls short of having the interest of the original number. Taken at a brisk, two-beat rhythm, Bond's Red River Valley Boys give the girl who has "more to offer than her Mom" a royal flushing. Second tune is a straight ballad number. Bond does the vocals. Good.

M-G-M

4★ 10044 Frank Loesser
BLOOP BLEEP (V N)
SING A TROPICAL SONG (V N)

Seems like the idea of this brace is to get the customers zany-eyed with "Bloop Bleep" and then flip the disc real quick, and while they are still in a trance, give 'em the tropical song with the South American touch. While top-side has nice orchestra background, Loesser (he's the guy who wrote it) hasn't got that little extra sparkle which means the difference between four and five stars. "B" is just a fair novelty.

4★ 10047 Ziggy Elman
AND THE ANGELS SING (V FT)
THREE LITTLE WORDS (FT VC)

"A" starts out slowly, with a none too convincing vocal by Virginia Maxey, and then roars into high jive to the finish. It's okeh, but nothing to pad order blanks with. A bright new shining coat has been wrapped around the shoulders of "B"; paced by some hot horn tooting by Ziggy Elman, showcased in a very listenable arrangement, it has plenty of hop, zip and jump. Of these two oldies, "B" will pay its way.

4★ 10041 Kate Smith
TOMORROW (V FT)
FEUDIN' AND FIGHTIN' (V FT)

First is a conventional foxtrot with Kate singing straight all the way through. Lots of interest here. Second is the novelty number dressed up by Kate and the 4 Chicks and Chuck. Kate has her own way of doing things and the customers will like the way she dishes up this ditty. It's different and spells coin for operators.

MUSICRAFT

4★ 15108 Phil Brito
NEVERTHELESS (V FT)

PERMO POINT ROUND PHONO NEEDLES

The needle designed to meet today's conditions. Round instead of elliptical. Tried, tested and thoroughly proven.

1 to 10 . . . 35c
11 to 99 . . . 32c
100 or more . 30c

—SEE—

PAUL A. LAYMON
DISTRIBUTOR
1429-31 and 1503 West Pico
Los Angeles 15

THESE COIN MACHINE MANUFACTURERS

know the first impression is the lasting one. So they send out their machines equipped with PERMO POINTS.

WURLITZER MUSIC

Aireon

ROCK-OLA

Henry L. Crowhurst's PACKARD PLA-MOR

MILLS

The House of GABEL

MOST FOR YOUR MONEY

When you install a PERMO POINT needle, you get most for your money because PERMO POINTS combine 1. LONG NEEDLE LIFE . . . 2. KINDNESS TO RECORDS . . . 3. DEPENDABILITY. And

NO INCREASE IN PRICE!

PERMO POINTS — precision designed and more costly to make. But never has quality been sacrificed to maintain price; no substitute material at any time . . . *Now a bigger value than ever!* No wonder there are more Permo needles sold than all other longlife needles combined.

ELLIPTICAL

PERMO INCORPORATED
Chicago 26

The original and world's largest manufacturer of longlife phonograph needles

ROUND

IF I COULD BE WITH YOU ONE HOUR TONIGHT (V FT)

A smooth, slow ballad sung in an appealing, romantic style against the lush background of a 20-piece orchestra presided over by Sonny Burke, backed by Brito's excellent vocals on a popular old-timer makes this a record ideal for turntable use. Get it.

4★ 15107 Mel Torme
ONE FOR MY BABY (V FT)
A LITTLE KISS EACH MORNING (V FT)

The Johnny Mercer-Harold Arlen number on the first side can well be one of the "sleepers" of the year. It's done in a tantalizing manner on this record. A blues-type number that has a lot of promise. Flipover is another oldie that never died. Torme's breathless style of singing catches on rapidly and this record should get plenty of plays.

3★ 502 Gerald Clark
DON'T BOTHER MATHILDA (Calypso)
DOROTHY WENT TO BATHE (Calypso)

Pure novelty material and as such it will get plays on phonos. First side features the Lord Invader doing the vocals and The Lion is featured on the second effort. Second seems best of the pair and has to do with a small accident during a bathing expedition and the double entendres are interesting to decipher.

SPECIALTY

3★ 303 Joe Lutcher
ROCKIN' BOOGIE (V Rhythm)
BLUES FOR SALE (V Blues)

Race and boogie spots will jump all over the joint on the front runner. The "Cats" really rock in a whirling dervish rhythm that's solid and swingy. "B" is blues done in medium to fast tempo, arranged for maximum play and delivered with good instrumental effect.

3★ 517 Roy Milton
WHEN I GROW TOO OLD TO DREAM (V Rhythm)
PACK YOUR SACK . . . JACK (V Blues)

The "Solid Senders" are plenty solid on the top one, which is a hopped-up version of an old fave. Features an energetic vocal by Milton and an excellently paced piano by Camille Howard. "B" showcases Howard at the vocs and piano and is slightly better than average blues. Give "A" priority on your stack.

VICTOR

4★ 20-2328 Tony Martin
YOU'RE NOT SO EASY TO FORGET (V FT)
DON'T TELL ME (V FT)

Both are from M-G-M flickers: former is from "The Song of the Thin Man"; latter from "The Hucksters." Topper is just fill material; Martin's pipes are okeh but the number is draggy, and its lack of good melody is not compensated by the arrangement. "B" will catch the needle's eye. Tony pours it on, a heart-tug to a bar; arrangement is good. Get it.

3★ 20-2329 Larry Green
BEWITCHED (FT VC)
SPRING IS REALLY SPRING THIS YEAR (FT VC)

Larry Green has a unique keyboard style of his own and has turned out some play-getting discs—but these two won't meter your box to any great extent. Tunes suffer from over-arrangement.

4★ 20-2330 Sammy Kaye
THE ECHO SAID "NO" (V FT)
AN APPLE BLOSSOM WEDDING (V FT)

The echo might say "No" but your reviewer says "Yes." Both of these numbers are imbued with that inimitable melodic appeal which characterizes the Kaye orchestra. Top one is smooth and catchy with contagious rhythm; reverse flip is dream-waltz style which soothes like salve.

4★ 20-2331 Page Cavanaugh Trio
LOVE'S GOT ME IN A CRAZY MOOD (V FT)
TRISKAIDEKAPHOBIA (V N)

A sure-fire formula for a hit tune is to combine a non-pronounceable title with zany lyrics. That's the case with "B." Interweaving instrumental effects plus the trio's excellent vocal harmony make this a coin box natural. First spin is just average.

3★ 20-2334 Pat Flowers
A CHOCOLATE SUNDAE ON A SATURDAY NIGHT (V FT)
HOW MANY KISSES (Does It Take To Make You Fall In Love With Me) (FT VC)

Husky-throated Pat Flowers scores with his voice and rippling light piano fingers. Topper should be well received in hot spots, race locations and honkies, with the bottom side, done in slower tempo, having more general appeal.

4★ 20-2341 Tex Beneke
(How I'll Miss You) WHEN THE SUMMER IS GONE (FT VC)
WITHOUT MUSIC (V FT)

The Beneke boys, Gary Stevens and the Moonlight Serenaders have taken Hal Kemp's old theme song and steered it into winning waters. This is a stirring, nostalgic rendition with rich brasses well blended. "B" doesn't have the listening draw of "A" but it will draw a slug of coins because Martin Block is making this platter the theme song of his network disc jockey show—with super plugging like that, it can't fail.

3★ 20-2343 Billy Williams
I'VE GOT A GAL IN LARAMIE (V HB)
MARY MARRY ME (V HB)

Hail a new cowhand star to the music corral! Billy Williams' bright, lilty voice brings cheer and good western fare to all sage-brushers. Top side is a frisky ditty with a clever lyric arrangement. Should spin well in all hillbilly spots. "B" is at slower tempo, with lots of melodic feeling. Wide margin to the topper.

5★ 20-2347 Freddy Martin
THE LADY FROM 29 PALMS (FT VC)
CUMANA (Inst.)

Watch the coin shower these two sides! This disc is plated with operator's gold. Two sharp musical contrasts—each one a smash hit! First side is a catchy melodic ditty, bright and shiny as a newly made dime. It's so simple—but so contagious, and the lyrics are pitched right smack in the groove. America will be humming this one. Flip-over is an exciting Latin-American piece which keeps the blood pulsating; the sambo tempo builds up into a savage, frenetic climax which generates more heat than the tropical sun. Barclay Allen's piano ripplings is artistry at its best; that piano sets the mood at the very onset and keeps it throughout.

3★ 20-2348 Louis Armstrong
JACK ARMSTRONG BLUES (V FT)
ROCKIN' CHAIR (V FT)

Jazzsters and race spots will like these. Features Jack Teagarden and some of the greats in jazz history as sidemen. Brilliant instrumentals.

4★ 20-2345 Sammy Kaye
THE TURNTABLE SONG (FT VC)
CASTANETS AND LACE (FT VC)

Paying tribute to the platter-spinning mechanism Sammy Kaye turns out a disc spotlighting his dulcet rhythms. Nice bounce to the lyrics. Coupling is a romantic melody with a sentimental flavor. Good.

3★ 20-2344 Russ Case
AS YEARS GO BY (FT)
SECRETS (FT)

Russ Case turned to the classics for these numbers. First is based on Brahms' Hungarian Dance No. 1 and second is from Tschaikowsky's Concerto for Violin. "A" is distinctively different and richly flavored with pungent strings that build to a swingy tempo. Plattermate melody is expertly showcased with a deft blending of strings and brass. Fans will like these selections.

4★ 20-2354 Beryl Davis
YOU'RE BREAKING IN A NEW HEART (V FT)
MOTHER, MOTHER, MOTHER (V FT)

Britain's top singer of popular songs has a winner on the first side of this disc. There's a wistful appeal to this melancholy ballad and the warmth and sincerity in her voice is tremendously effective. On the second number she captures a light, rhythmic mood to good effect. Toots Camarata's band backs up. Try this. It'll please.

3★ 20-2350 Sons of the Pioneers
YOU NEVER MISS THE WATER TILL THE WELL RUNS DRY (HB V)
WILL THERE BE SAGEBRUSH IN HEAVEN? (HB V)

A novelty ditty and a typical cowboy tune with a refreshingly original spiritual theme comprise this platter. Count on the second side for best returns.

POPULAR ALBUMS [10"]

Capitol BD-54
MOONLIGHT MOODS featuring Buddy Cole at the Organ. Sleepy Time Gal, Mood Indigo, Stars In My Eyes, You And The Night And The Music, The Night Is Young And You're So Beautiful, Stairway To The Stars, Good Night Sweetheart, Sleepy Lagoon.

A well rounded out organ concert. All are favorites and well known to all types of music lovers. Time won't hurt these organ etchings. A good investment.

Capitol AD-55
COWBOY HIT PARADE featuring Tex Williams, Merle Travis, Tex Ritter, Wesley Tuttle, Cliffie Stone, Jimmy Wakely, Jack Guthrie and Shug Fisher. Oh Miss Molly, Fort Worth Jail, Sioux City Sue, Old Shep, Ridin' Down To Santa Fe, Oklahoma Hills, Shame On You, and Roly Poly.

Here is a marvelous congress of western tunes featuring eight of the top western artists of the day. Each has selected a number he particularly likes and each uses his own individual group for accompaniment. Songs are the colorful tunes long beloved by cowboy fans. Get this album. It's loaded with gold for smart operators.

Columbia C-130 (Vol. 2)
BOOGIE WOOGIE. K. K. Boogie, A-Flat Dream, Little Joe From Chicago, Boogie Woogie, Dupree Shake Dance, Bear Trap Blues, Honky Tonk Train Blues, Hastings Street.

As hot an assortment of boogie as has ever been dished up for the turntable network. The Greats of Boogiedom are all here—Henry "Red" Allen, James P. Johnson, Mary Lou Williams, Pete Johnson, Champion Jack Dupree, Jimmy Yancy, Meade "Lux" Lewis and Charlie Spand. All are jazz pianists and their individual interpretations of boogie woogie will rock any location this barrage is released in. Colored spots will eat up this stuff and the white spots will make a fair meal of it.

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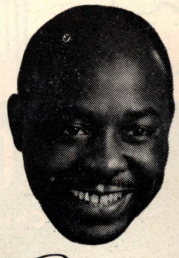

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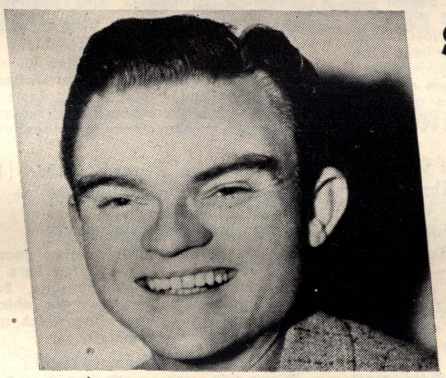
BERYL DAVIS
with Toots Camarata and his Orchestra
You're Breaking in a New Heart
(While You're Breaking Mine)
AND
Mother, Mother, Mother
(Is It Good or Is It Bad)
RCA Victor 20-2354



SPIKE JONES
and his City Slickers with vocals by The Tailwaggers, Dr. Horatio Q. Birdbath, George Rock, Sir Frederick Gas, and The Boys in the Back Room.
Our Hour
(The Puppy Love Song)
AND
The Pop Corn Sack
RCA Victor 20-2375

COIN MACHINE REVIEW
53
FOR SEPTEMBER 1947

FREDDY MARTIN
The Lady from 29 Palms
vocal by The Martin Men
AND
Cumana
featuring Barclay Allen at the piano
RCA Victor 20-2347

PHIL HARRIS
Smoke, Smoke, Smoke
(That Cigarette)
with vocal by Phil Harris and the Sportsmen
AND
Crawdad Song
vocal by Phil Harris
RCA Victor 20-2370

BILL JOHNSON and his Musical Notes
Half A Love *AND* **Leave It to Fate, Gate**
(vocal by Gus Gordon and Quartet) (vocal by Bill Johnson and Quartet)
RCA Victor 20-2362

DELTA RHYTHM BOYS with Frank Comstock and his Orchestra
Every So Often *AND* **Come In Out of the Rain**
RCA Victor 20-2365

PEE WEE KING and his Golden West Cowboys
Ten Gallon Boogie *AND* **I Hear You Knockin'**
(vocal by Redd Stewart)
RCA Victor 20-2366

BILLY WILLIAMS and The Pecos River Rogues
I've Got a Gal in Laramie
AND
Mary Marry Me
RCA Victor 20-2343

THE STARS WHO MAKE THE HITS ARE ON
RCA VICTOR RECORDS

Columbia C-132

TANGO WITH CUGAT featuring Xavier Cugat and His Orchestra. Jalousie, Rain In Spain, Inspiration, La Cumparsita, Porque Te Quiero Tanto? Caminito, Adios Muchachos, Medias De Seda.

For tango and Cugat fans this album is just what the doctor ordered. Cugat records the best of the lot and uses his vast array of native instruments to make the recordings as authentic as they can be and still employ full orchestrations. Very good.

Columbia C-133

RAYMOND SCOTT. Get Happy, That Girl At The Typewriter, The Quintet Plays Carmen, A Little Bit Of Rigoletto, Manhattan Minuet, Moment Musical, Two Way Stretch, At An Arabian House Party.

Eight originals by Raymond Scott recorded back in 1937-38 and never released. Sides feature Scott and his orchestra and quintet. Lad has built a reputation for startlingly original and interesting music and many of these sides bear out that statement. Where jazz is duck soup try some of these platters in a featured spot. Once played they'll encourage repeats.

Columbia C-134

SELECTIONS FROM THE STUDENT PRINCE featuring Marek Weber and His Orchestra with Chorus.

On these eight sides Marek Weber has recorded 23 of the numbers from Student Prince, one of the most popular and widely known of all the operettas. Deep In My Heart, Dear is a classic love song, as is the lovely serenade, Overhead The Moon Is Beaming. And the famous Drinking Song will always be a favorite. A lovely album of swirling waltzes, bubbling schottisches and gavottes, stirring choruses and tender ballads.

Columbia C-135

BILLIE HOLIDAY (Vol. 1) Until The Real Thing Comes Along, I Cover The Water Front, I Can't Get Started, When A Woman Loves A Man, He's Funny That Way, A Sailboat In The Moonlight, Summertime, Billie's Blues.

Billed as the "Original Records That Made Jazz History," these eight are breath-taking. Billie is a highly individual song stylist and the unexpected notes she strikes in her curiously husky voice and tortured phrasing will send shivers down your spine. No doubt but what she is one of the great jazz girl singers of our time. There isn't a bum number in the bunch. Colored spots will wear 'em out and so will the white folks.

Columbia C-136

WALTZ TIME featuring Abe Lyman and His Orchestra. Charmaine, La Golondrina, Down By The Old Mill Stream, Meet Me Tonight In Dreamland, Jeannine, Missouri Waltz, I'm Falling In Love With Someone, Valse Huguette.

Smooth interpretations of standard waltzes that have become a beloved part of American popular music. Not waltzes in the grand style, but souvenirs from yesterday which have retained their freshness and appeal. For those occasional uses the selections in this album seem adequate.

M-G-M Album 4

THE UNFINISHED DANCE featuring Herbert Stothart and the M-G-M Studio Orchestra. Mort du Cygne, Swan Lake, The Bartered Bride, Faust Fantasy, Liebesfreud, Holiday For Strings, Gavotte, Prelude in F Sharp Minor Op. 28 No. 8, Merrily-Merrily, Minor Melody.

This is the music from an M-G-M picture of the same name treating with the ballet and weaving a story about a small child's love for the prima ballerina of the opera company. This music plays an important part in the technicolor drama and tie-ups should be possible with theaters in the neighborhood of your locations. Your locations will appreciate your showmanship, your theater manager will be glad to assist and a phono may even be installed in the lobby calling attention to the fact that music from the production is now being featured on phonos and then list the spots.

M-G-M Album 5

SQUARE DANCES featuring Carson Robison and His Square Dance Music. Calls by Lawrence V. Loy.

Hardly desirable for automatic use, this album is more or less an instruction manual for those desiring to learn the tricks of square dancing. Instructions are given and the calls are clear. For use on rental phonos this album might click.

CLASSICAL

Victor 46-0010 (12") Double Feature

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VARIATIONS ON A THEME OF PAGANINI IN A-MINOR

THREE ETUDES, Op. 25

This recording will attract considerable interest. Four concert artists playing four concert grands is something in itself to hear. Second side recording of the Etudes by Chopin shows the pianists' individual techniques. Excellent.

Victor Red Seal Record 10-1310 (10")

Leopold Stokowski and Hollywood Bowl Symphony

STRAUSS: DIE FLEDERMAUS: WALTZES

A brilliant recording equalling his recordings a few years back of other Strauss waltzes. Remarkable clarity and precision of playing are noteworthy. These recordings may be used on any phonograph in almost any type location with good results.

Victor Red Seal Record 10-1314 (10")

Jascha Heifetz, Violinist

PONCE: ESTRELLITA

KORNGOLD: MARCH

One of the most oft-requested encore numbers in a Heifetz recital is coupled here with a less known march with excellent results. Both serve to display the full-bodied tone for which he is famous. A charming recording which may be used in all automatics successfully.

Victor Red Seal Album 1129 (12")

Boston Symphony Orchestra, Serge Koussevitzky, Conductor

PROKOFIEFF: ROMEO AND JULIET, Ballet, Suite No. 2

This album of excerpts brings to records the most important portions of a composition destined to figure prominently in the annals of music history. The Boston Symphony extracts the full flavor of this brilliant music which alternates betwixt profound tragedy and exquisite tenderness. Suitable for piping into dining spots, industrial use and remote control set-ups.

Victor Red Seal Album 1132 (12")

William Kapell, Pianist, and NBC Symphony Orchestra

BEETHOVEN: CONCERTO No. 2 IN B-FLAT, Op. 19

Final Side: BRAHMS: INTERMEZZO IN E, Op. 116, No. 6

This work of Beethoven has suffered wanton neglect for years and this recording is like "old wine in new bottles." The work has lost none of its rare beauty and vitality. Instead it has taken on the brilliant musicianship of Kapell to bring it to new glories. The concerto sparkles from beginning to end. Tonal fidelity, resonance and technical perfection are outstanding. Final side is a much-requested encore in Kapell recitals and is equally well done. Ideal dining music and adaptable for commercial pipe-ins.

Columbia Masterworks Album M-MM-681 (12")

Andre Kostelanetz and His Orchestra

KOSTELANETZ FAVORITES

In this album Kostelanetz has recorded eight sides featuring selections which he has found to be perennially popular everywhere. Included are Jalousie, Romance, In A Monastery Garden, The Rosary, Ritual Dance of Fire, Souvenir, The Swan and Yours Is My Heart Alone. All have been invested with the sumptuous orchestral color and rhythmic magic which are particularly his. Not one of these selections can fail on automatic equipment. Get this album. You'll wear out every disc in it.

Columbia Masterworks Album OP-MOP-25 (12")

VERDI: LA TRAVIATA

Featured singers and the Chorus and Orchestra of the Opera House, Rome, are featured on the 15 records comprising the two volumes in this set. Opera is one of Verdi's most popular but the post-war company at the Opera House lacks the "know how" of yesteryears and the work becomes pretty hollow in parts. Only segments featuring the most popular numbers are recommended for automatic use. Sung in Italian.

Columbia Record 72047-D (12")

Maryla Jonas, Piano

SCHUBERT: IMPROMPTU IN G MAJOR

WALTZES

Unique vitality and warmth and impeccable technique are in evidence on this gay recording of engaging Schubert selections. Pleasing program specialties on your wired set-ups.

Columbia Masterworks Album M-MM-634 (12")

Torsten Ralf, Tenor, and Metropolitan Opera Orchestra

WAGNERIAN EXCERPTS

Excerpts from four of Wagner's most popular operas provide Torsten Ralf, Swedish tenor, the chance to give magnificent characterizations to the Wagnerian heroes. Selections from Tannhauser, Lohengrin, Parsifal and Die Miestersinger are featured; and all sung in German. Superb accompaniment is provided by the Metropolitan Opera Orchestra. This is one of Columbia's first fruits from its new association with the Met.

Columbia Masterworks Album X-MX-280 (12")

Zino Francescatti, Violin; Robert Casadesus, Piano

DEBUSSY: SONATA No. 3 FOR VIOLIN AND PIANO (3 Parts)

RAVEL: BERCEUSE

Chamber-music-compositions belonging to the period of the first World War when Debussy was attempting to restore to French music something of its original clarity and formalism. The sense of strain and anguish is evident, despite the many and subtle beauties of the Sonata. Suggested only for dining spots where background music is desired.

Columbia Masterworks Album M-MM-689 (12")

Lily Pons, Soprano

CHANSONS (Sung in French)

This is a collection of six French art-songs, the counterpart of the German "lied" . . . light-hearted numbers expressing personal emotions and exquisite poetic impressions. La Pons has hubby, Andre Kostelanetz, waving the stick over the orchestra. Use carefully for many will not take to a soprano (least of all) singing French.

Columbia Masterworks Album M-MM-687 (12")

The Cleveland Orchestra, Erich Leinsdorf, Conductor

DVORAK: SYMPHONY No. 1 IN D MAJOR, Op. 60

Composed in 1880 this work is considered by many one of the superior works of Dvorak. Under the sensitive baton of Erich Leinsdorf, the Cleveland Orchestra gives a warm-hearted performance which should certainly become popular with the music-loving public. Ideal for automatic use on any type set-up. All or part may be used successfully.

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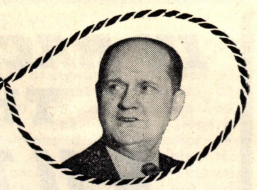

COMMENTS ON MACHINES—THE FOLKS WHO MAKE, SELL AND OPERATE THEM

During the hot days of August, everybody seemed to have an attitude of waiting for September. This seemed to be true of visitors who came to Chicago, and also of the local trade. Reports from other cities indicated pretty much the same attitude.

Real summer weather boosted play for machines in most resort areas, according to reports, but the total gains did not seem to measure up to what operators had hoped for. The reports early in June began to say that people were going places in greater numbers than ever but were not spending so freely; that type of report kept up during August.

The Chicago trade was not encouraged this year by the reports it usually gets from the resort areas in neighboring states of Wisconsin, Minnesota and Michigan. Through many years the reports of machine play that came from the resort sections in these states was a good hot weather tonic, but unfavorable legal conditions exist in the three states this year. Wisconsin Legislature passed another bill this year to make its laws even tighter.

Reports at press time indicated the charges of being unsanitary made against coin washers "had blown over." The publicity given to the charges set a mark and of course was being spread as much as possible by the "opposition" that made the charges in the first place. The commercial laundry trade is well organized and may be expected to start fires again.

July seemed to be the month for employees to take vacations, especially, with a number of coin machine plants joining in the trend to close down for "mass vacations". Editors are looking around for a word or term to peg the trend toward plant closing; some financial papers call it "mass vacations", which seems to be as good as any yet suggested. The English have a much better name—Holiday—to describe short vacations for everybody. We may eventually be having holiday weeks.

Executives of coin machine firms, many of them, were hurrying away in August for a vacation, in order to be back in time to get set for September. A few manufacturers said they were going to combine "business and pleasure" on their vacation trips.

Salesmen are coming more into the picture now. By late fall this trend may be very definite. It is not confined to the coin machine trade alone, for manufacturers say supply firms are beginning to send salesmen to see them again.

Herb Jones, Bally Mfg. Co., vacationed in Maine but reported there were not enough games in the section he visited to make any real observations on trade practices there. Herb has an impressive number of machines in the Bally group to advertise, and he will also be active in the campaign for contributions to the Damon Runyon Cancer Fund.

A hotel survey says 42 per cent of those having 500 rooms or more will be installing radio equipment; but biggest sum will be spent by hotels of 100 to 200 rooms on putting in radios. Hotel men estimate cost of $40 per room installation cost; 36 per cent of hotels replying to questionnaire said radio was most needed equipment. This is interesting data for the coin-operated radio trade and is one explanation of why the coin radio business is so active.

Vending machines are more than self-service machines; they are self-selling machines, says Henry T. Roberts, U. S. Vending Corp. He says it is foolish to say vendors don't sell merchandise. They do a real selling job, he insists, because they can be made to display and advertise goods—and even talk.

Phonograph records provided Uncle Sam with $8,491,543 in revenue in the tax year that ended last June 30. That was almost double the revenue turned in for the previous tax year. *Printers' Ink* says the public is beginning to slow up in buying records and is making some complaints.

Morris Nozette, Bradley Distributors (Tradio radio in Chicago), continued his efforts during August to get Chicago radio operators together in an organization. He says that roughly there are about 50 radio operators in the area, with 5,000 to 7,000 radio sets in use.

Some observers are beginning to call the present high level of prosperity for the nation a price boom. Dollar volume of business is up but physical volume of goods sold is down. The candy bar, ice cream and cigar trades have felt this sort of trend, among others. A lot of operators are beginning to insist that it is the high cost of things that is now cutting in on play of coin machines of various types. We will probably hear more of this during the next several months.

Just how much the high cost of living cuts the patronage of coin machines of various types is a dominant question in the trade now. It will be very easy, however, to place anything and everything that causes a drop in operators' earnings as a result of the high cost of things.

Bert Davidson, National Filben Corp., reported back to his office Aug. 12. Earlier in the summer he was working hard to get the program of district showings on the new Filben under way, and finally hard work called a halt. He went to the hospital with something like pneumonia.

Woolf Solomon, Central Ohio Coin Machine Exchange (Columbus), was accompanied by his son on some of his trips to the Chicago manufacturing center this summer. A college student, his son is an experienced coinman like his father. Solomon sells machines in West Virginia territory, too, and likes to talk about the State.

It is an interesting game to check over the list of pin ball games that made spot news only recently. Some of the newest ones are not in the news at this moment, but a listing of the newest games on any day is informative. The following names are interesting:

Ballyhoo (and *Eureka*) by Bally; *Click* by Keeney; *Honey* by Genco; *Marjorie* by Gottlieb; *Mexico* by United; *Play Boy* by Chicago Coin; *Ranger* by Exhibit; *Torchy*

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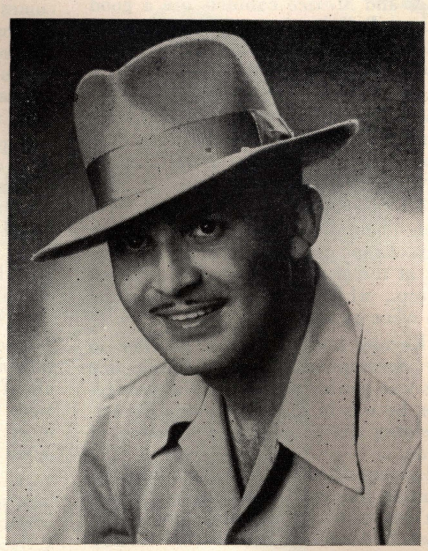

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(and *Flamingo*) by Williams; and so on.

The thousands of names for games that accumulated before the war were interesting material for trying to determine why such names are chosen. Bill Ryan says frankly that the name, *Click*, was meant to be prophetic and he is sure the game will click with the trade. Lyn Durant is following a decorative scheme in choosing his names and *Mexico* cabinets are a good illustration. *Ballyhoo* is a return to a name that made history years ago and I'm wondering if other manufacturers will revive some of the hit names of pre-war years.

Consoles and bells last so long in popularity that it isn't easy to make up a spot list. The trade will start the fall season with several important machines in this group on the market list.

Adolph Theis is one of the trade's young men that keep production lines moving. Theis is at the Aurora plant of the Silver-King Corp., while H. F. Burt keeps the Chicago office going.

Jack Keeney says summer is no time to let new developments slack. While one machine was getting started on the production line, he was in the engineering department helping his staff perfect a string of new ideas.

A prominent distributor analyses the present situation like this: Distributors are not doing a big national business any more; their franchise with manufacturers on new machines confines them to definite territory; and the shortage of used machines prevents big national sales programs.

L. B. Pambrun is the new advertising man at Majestic Radio & Television. He came to Majestic from outside the record field, but says he wants to get acquainted with operators and their problems as fast as he can.

Several well-known coinmen attended the Bert Mills Corp. school, Aug. 19 and 20 in Chicago, for distributors of the new hot coffee vendor. Some called it the "hot coffee school"; interest was high and Bert Mills says he is very happy about the prospects for the placing of machines in very strategic locations. Coffee vendors will soon be seen in places that will make a name for vending, he says.

After Sept. 14, the legal staff of NAMA will have more definite information for vending operators about application of Wages and Hour Law to their employees. Expert legal opinion has been sought and also a new federal law becomes effective at that time, which will have some bearing on the situation.

Mel Adams, New York, is doing the publicity for *Photo Finish*, an amusement game made by Automatic Devices, Inc., in Massachusetts.

Clarence Adelberg, vice-president of Stoner Mfg. Corp., continues to tell the vending world about the need for quality. He says theaters are still proving to be very profitable locations for vendors, even though there are reports of declines in theater earnings. The candy machines will make up the difference and more for the theater owners, he says.

Increasing Mills Industries phonograph sales program adds Bert Molohan as district sales manager for North Central district. He recently left Soundies. Mills also promoted Joe Stella to be asst. sales manager of the phonograph division. Richard Law, advertising manager for Mills, hopes to resume the series of institutional advertisements on vending machines which appeared last year in business papers.

Distributors visiting Chicago in recent weeks use the word, "Slow", to answer the question about business conditions in their home territories. Even manufacturers used the word more often in recent weeks. Most everybody suggested that it is the old summer slow-up that is returning again.

It is noticeable that many other lines of business say seasonal influences are now back into operation once again, and that normal times are definitely coming back.

Roy McGinnis calls Chicago home and has his distributor setup in Baltimore. He comes to the Windy City quite often, has become an expert at golf, and his complexion shows the results. Two hours a day is the schedule at golf, he says, and that means every day. He recommends the regime as just the thing to keep chipper.

Reports naturally circulate in trade circles about total production on various games, and they form interesting comparisons with pre-war days. A very popular 5-ball game scored an output of more than 8,000 before the maker felt it necessary to introduce a successor. A well-known console machine reached total sales of more than 9,000 before the decline.

One observer says there are nine firms turning out 5-ball games and output runs about 80 to 100 games per day with the various firms. One manufacturer guesses that most firms today expect runs of 2,500 to 3,000 games while each number is popular.

A manufacturer ready to introduce a new game, has 1,000 cabinets ready for the beginning. Says he, "that many cabinets a year ago would have been big news." Reports say both lumber and shipping cartons are easing in supply.

John A. (Jack) Russell, Chicago attorney who did a lot of spade work in preparing legal defense for pin ball games before the war, recently got his name in the local papers. He headed a group that bought the Edith Rockefeller estate, once valued at $7,000,000. Later, a court called for more bids.

The Telecoin Corp. showing in Chicago of its new line-up of machines attracted the attention of big operators. One of the area's largest music operators is said to have shown considerable interest in the juice vendor and also in the washing machines. The washer line held the publicity spotlight in the financial papers but the Telecoin-Quizzer machine got the human interest stories in the dailies.

The Telecoin machines make quite a showing. The Telecoin Quizzer is already well known to the trade, also the Bendix washer. The new dryer and ironer are now shown alongside the washer. Tele-juice is the trade name of the vendor for selling canned fruit juices. And a coin-operated radio was also part of the display.

One human interest story about automatic laundries that circulated recently tells how a Chicago man closely connected with bookie interests financed an operator to set up a coin laundry, on the condition that the operator would teach his son the business.

New locations for vendors climb in Chicago area. Electric power company reports that area got 62 new industrial plants in first half of 1947. Also, 29 local industries completed plans to relocate at larger sites. Estimated that 6,000 jobs will be provided with annual pay of more than $13,000,000. A total of 176 industries located in Chicago area in 1946. That means a lot of additional locations for vendors and also customers. One of the new firms will make food dispensers.

Bill Ryan, of J. H. Keeney & Co., says the firm will soon get two new presses, much bigger than any of the machinery now installed in the plant.

After many delays, Tucker autos may yet be made in Chicago. This will mean an immense plant for locating vendors, thousands of workers, and more new cars for operators. The Tucker will be a really new car.

"Manhattan" Leads In Profits—Gutshall

LOS ANGELES—Jack Gutshall sent out announcements recently promising his friends to show them something "out of this world." He didn't disappoint a single operator. For when they saw the magnificent Packard *Manhattan*, on display at the Jack Gutshall Distributing Co. showrooms in Los Angeles and shown one recent Sunday at El Cortez Hotel in San Diego, they realized that Packard has provided them with one of the finest phonographs and greatest profit-makers ever produced.

Hosts at the San Diego showing, besides Gutshall, were Herb Klemming; Charley Kelly, service manager; Bill Simmons, Western regional manager for Packard Pla-Mor; and Allan Brown, service manager for the 11 Western States. The reception, says Gutshall, was the biggest ever accorded any automatic phonograph and lasted all day Sunday and well into the night.

Thirty-one *Manhattans* were sold at the showing!

"San Diego operators," says Gutshall, "were quick to see that *The Manhattan's* luxurious appearance and unrivaled tone will take any location, hold it permanently, and instantly boost the operator's profit."

Gutshall says that after several *Manhattans* had been on location awhile, he checked over operator collection slips and found that in each case *The Manhattan* had grossed twice as much as the machine it replaced. All of which goes to show, Gutshall adds, that superior quality, such as *The Manhattan* possesses, will get active attention and patronage everywhere.

New Filben Being Displayed by Mape

SAN FRANCISCO—In staggered showings at its three offices—San Francisco, Stockton, and Los Angeles—the new Filben hideaway unit is being unveiled during the last of August and early September by E. T. Mape Distributing Co.

"The Filben, which holds 30 records, is the fastest changer on the market today," says Leonard Baskfield, vice-president of the firm. "It changes records in 4½ seconds, which means that during business peaks, it grosses 35 cents more per hour. Not only is the Filben speedy, but it has fewer moving parts. It is devoid of springs, gears and gadgets."

The Filben can be used with a mirror cabinet or regular wall boxes without cabinet.

Simultaneously with the Filben announcement, the company announced a new cabinet with a 30 selector keyboard and wide variety of mirror designs.

Machines Appear in Flickers

HOLLYWOOD — Coin machine equipment, "planted" by Fred E. McKee, will appear in the following movies:

20th Century-Fox: *Off To Buffalo, Dangerous Year*, and *Gentlemen's Agreement.*

R.K.O.: *Miracle of the Bells.*

Universal: *Senator Was Indiscreet.*

MGM: *High Wall.*

Republic: *G-Men Never Forget.*

United Artists: *Sleep My Love* and *On Parade.*

PRC: *Linda Be Good.*

Paramount (Television Short): *The Case of the Missing Bullet.*

TRACK ODDS

SEVEN COIN RACE HORSE CONSOLE

DAILY DOUBLE FEATURE

In addition to the regular payouts of 2, 4, 10, 16 and 30 there is a Jackpot Payout up to $25.00 tops.

STEEL CABINET *with* **BEAUTIFULLY GRAINED FINISH**

colorful illuminated top

"TUF-FLEX" ***shatter-proof*** **GLASS**

AUTOMATIC ODDS CHANGER

posting different odds before each race

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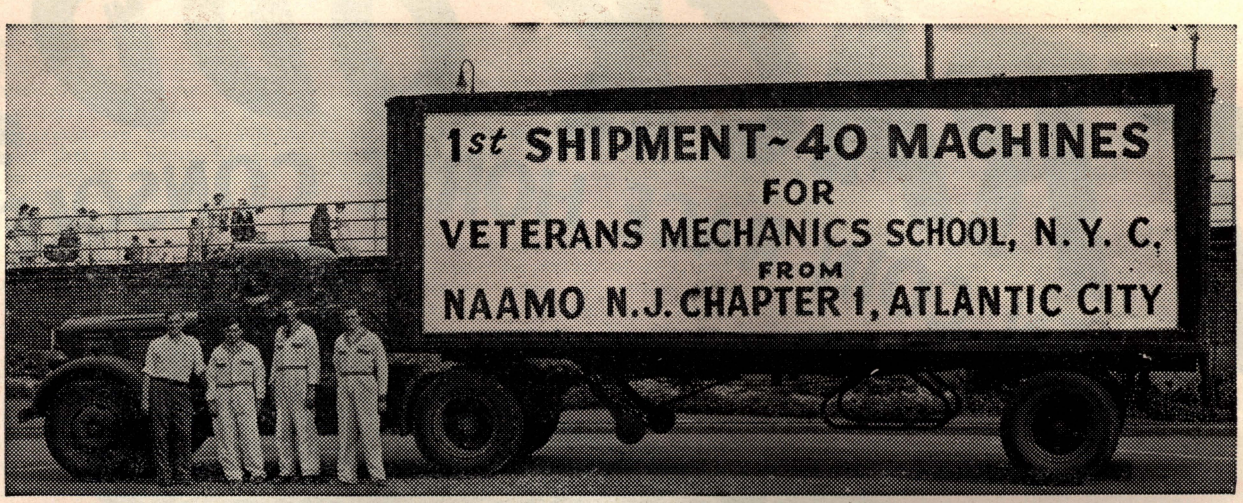

NAAMO Training Program Has Intensive Schedule

NEW YORK—The second half of the course for mechanics, sponsored by the National Assn. of Amusement Machine Owners, started in mid-July and moved ahead through the summer. The course was started earlier in the year for veterans who wish to become coin machine mechanics and is regarded as the first of its kind.

The school is conducted by the New York City Board of Education in accordance with provisions of the G.I. training program.

During the second half of the course various manufacturers furnished machines for study and repair and the following weekly listing shows what manufacturers' machines were studied in each weekly period, and also the guest instructors:

Week of July 21—International Mutoscope Corp., *Photomatics*. Guest instructors were Frank Swan and Lenny Barron.

Week of July 28—International Mutoscope Corp., *Voice-O-Graphs*. Bill Lanzy, guest instructor.

Week of Aug. 4—International Mutoscope Corp., other machines and review. Bill Lanzy and other guest instructors.

Week of Aug 11—Imperial Distributing Co., *Panorams* and conversions. A. A. Ross, guest instructor.

Week of Aug. 18—Capitol Projector Corp., *Midget Movies*. Charles Shankman, guest instructor.

Week of Aug. 25—A. B. T. Mfg. Co., R. L. Budde, guest instructor.

The weekly schedules for manufacturers to continue on through September and October is as follows:

Week of Sept. 2—National Slug Rejector Co.

Week of Sept. 8—Bally Mfg. Co.

Week of Sept. 15—J. P. Seeburg Corp. and Amusement Enterprises Co.

Week of Sept. 22—Amusematic Corp., Firestone Enterprises and Scientific Machine Co.

Week of Sept. 29—Chicago Coin Machine Co. and J. H. Keeney & Co.

Week of Oct. 6—H. C. Evans & Co. and Genco Mfg. Co.

Week of Oct. 14—D. Gottlieb & Co. and Rock-Ola Mfg. Corp.

For the balance of October, used machines sent to the school will be repaired and mechanics of members of NAAMO will act as guest instructors.

The first truckload of coin machines for the school was received at the school center on July 23. From that time on, NAAMO offices announced the names of donors of games in rapid succession. The first load had 40 machines and a second truck load of 40 machines was received on July 29. Contributions of machines were coming from several different cities.

NAAMO headquarters says machines will still be needed during September and October and such donations should be sent direct to Manhattan Trades Center, 45 Rivington street, New York, N.Y., care A. P. Henry.

Evidence that veterans are appreciating the course was shown by the fact that during the first half of the course, not one of the boys was absent or even late.

ANOTHER NEW Buckley BELLE
GUARANTEED
$15.00
JACKPOT
H. R. MASER
REGIONAL DISTRIBUTOR: CAL., ORE., WASH., NEV., IDAHO, MONT., WYO., UTAH, ARIZ., COLO.
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Back The RUNYON CANCER FUND
Make YOUR Donation Today!

New Music Association

BOSTON—To establish mutual respect and trust among operators is regarded as the most important aim of the Massachusetts Guild for the Enjoyment of Music, Inc., recently formed.

The Guild was organized with Arthur C. Sturgis, Automatic Distributors, president; Phil Swartz, Winros Vending Co., treasurer; and Miss Shirley Fox, clerk. Directors include the above and Charles R. Foote, Chas. R. Foote Co.; Louis Levine, Advance Coin Machine Co.; and Al Dolins, Pioneer Music Co. All these men, with David P. Schultz and Joseph Caruso, were the incorporators. J. John Fox is attorney. There are 60 members. Meetings are held the first and third Wednesdays of each month.

Donating Game Receipts

SEATTLE—A. J. (Sandy) Sandtner, veteran Northwest pin ball operator, is donating a certain amount of his game receipts each week for one month to aid CMI's national cancer fund campaign.

"Every operator of coin machines, large or small, should get behind this program wholeheartedly," Sandtner said.

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

DAMON RUNYON CANCER FUND

The COIN MACHINE INDUSTRY is now engaged in a campaign to raise contributions for the Damon Runyon Memorial Fund for Cancer Research. Until the campaign closes at the next Annual Convention THE REVIEW is glad to contribute this space for the full use of the CMI campaign committee to promote the success of the drive. Send contributions to CMI Damon Runyon Cancer Fund, Coin Machine Industries, Inc., Room 2206, 134 North La Salle St., Chicago, Ill. (Make checks payable to Coin Machine Industries, Inc.).

Industry Unites in Huge Campaign To Aid Runyon Memorial Fund

CHICAGO—Every branch and segment of the Coin Machine Industry has joined forces with CMI to raise funds for the Damon Runyon Cancer Fund. In the first few days of the drive individual donations in the amounts of $5,000, $2,500, and $500 were received at CMI Public Relations headquarters, and many more generous contributions have flooded CMI since then. Campaign closes at the next Annual Convention.

Even while Walter Winchell's words were still fresh on the ether (in which he invited the Coin Machine Industry to participate), letters and wires poured into CMI headquarters from every section of the country. Manufacturers, distributors, jobbers and operators have cast aside all other considerations except one: to raise as much money as possible for the Fund, which will not only help stamp out a dread disease but lift the Industry to new heights in public opinion.

Typical of the Industry's reaction are the following comments from leading coinmen:

Ray Moloney, Bally Mfg. Co.: "Reaction to Coin Machine Industry's campaign for Damon Runyon Cancer Fund is terrific . . . Campaign will be biggest thing industry has ever known."

Bert Lane, Seaboard-New York Corp.: "I personally believe this is one of the finest endeavors ever undertaken by our Industry and will certainly be glad to do my bit to help."

Irv Sandler, Sandler Distributing Co.: "Our entire organization pledges our wholehearted cooperation for such a worthy undertaking."

J. W. Coan, Coan Mfg. Co.: "Damon Runyon Cancer Fund in my opinion is greatest public relations project ever undertaken by any industry. Feel sure the vending section of the Coin Machine Industry is with you 100 per cent."

Jack R. Moore, Jack R. Moore Co.: "The entire Northwest Coin Machine Industry will support Ray Moloney's campaign for the Damon Runyon Cancer Fund 100 per cent. With Ray Moloney's leadership this campaign is assured of complete success in this great humanitarian movement. And in this, the Jack R. Moore organization too joins hands."

Audrey Reynolds, wife of the late Earl Reynolds of Texas, a veteran coin machine man for a quarter century, wrote CMI as follows:

"Enclosed find my personal check for $100 for the Fund. I only wish I were financially able to give 100 times this amount, and my one regret is that this drive wasn't started several years ago, for I sincerely believe that Earl Reynolds would be with us today. I am sure no one realizes more than I what this great drive will mean to thousands of people who are well today and the untold suffering it will relieve, and I want to assure you of my wholehearted cooperation and support in every way."

James T. Mangan, director of CMI's Public Relations Bureau, said that every day coinmen visit his office with the explicit purpose of discussing plans that are being formulated for the Fund in various territories.

"Among those who have come in personally," said Mangan, "are W. H. Richardson, Pioneer Distributing Co., Raleigh, N. C., and Irving Blumenfeld, General Vending Sales Corp., Baltimore.

"Jack Mitnick and Barney Sugarman, Runyon Sales Co., Newark, are developing quite an elaborate, colorful event and expect to utilize their flair for showmanship in the staging of the affair.

"Dan Baum and Walter Gummersheimer, Dan Baum Distributing Co., St. Louis, were other visitors who responded wholeheartedly to the CMI drive and are busy organizing operator customers to give a week or more of coin equipment receipts to the Cancer Fund.

"Ed Ravreby, Associated Amusements, Inc., Boston, has already had preliminary discussions with New England distributors and jobbers. Ed is planning something very, very big for New England, details of which he will release within a short while."

Mangan also announced that three new members have joined the National Committee for the Industry's campaign: William H. Krieg, president of Packard Mfg. Corp.; Rudy Greenbaum, vice-president of Aireon Mfg. Corp.; and J. D. Burke, editor of *The Club Review*.

Signs, Posters Ready For Cancer Drive

CHICAGO—Small signs, 5 inches by 6½, suitable for pasting on equipment or on nearby walls in locations, and a poster, 19 by 25 inches, for manufacturers' and distributors' establishments, are available at CMI headquarters. Supplies of these signs were recently mailed free to CMI members; non-CMI members, who are participating in the CMI Damon Runyon campaign, can also receive them without charge by writing to James Mangan, director of CMI Public Relations Bureau.

The small sign contains big red letters reading, "This Machine is Working for the Damon Runyon Cancer Fund."

The large poster, also lettered in red, reads: "Coin Machines are Working for Damon Runyon Cancer Fund."

Day's Arcade Receipts Turned Over to Fund

PITTSBURGH—The August 6 receipts of the Amusement Arcade in this city were forwarded to the Damon Runyon Cancer Fund, it was announced by Harry Rosenthal and his partner Robert Platt.

This is the first arcade in the country to put its machines to work for the war on cancer. Large streamers and signs, bearing the words, "All receipts of this arcade on August 6 will be donated to the Damon Runyon Cancer Fund," were prominently displayed.

Other distributors, operators, and arcade proprietors are planning similar moves.

Fight Cancer! Back CMI Drive!

By James T. Mangan
CMI Public Relations Director

So far Cancer has been unbeatable. It has tortured one family out of two. It has terrorized the whole human race and still stands ready to ravage any of us without warning.

But the Coin Machine Industry is unbeatable too. We always go forward—never back. We have accepted the challenge—we intend to give Cancer the greatest shellacking it ever received!

By joining with Walter Winchell and the Damon Runyon Cancer Fund we have declared war on Cancer. But declaring war isn't enough; now we've got to fight. And we think the best way to fight is to mobilize a couple of million coin machines. Each machine to do its separate stint—and the combined earnings to deliver the knockout blow!

Are you with us? Are your coin machines with us in this modern and humane kind of warfare? There are three ways in which you can begin your own blitz:

1. Make an outright donation to the Fund.
2. Donate a dollar—or even less—for each machine you operate.
3. Donate a part of the proceeds of your machines for a week.

Please join the fight right now, thus saving a lot of expense in repeat pleas to you. Make your checks payable to Coin Machine Industries, Inc. and earmark them for "Damon Runyon Memorial Fund for Cancer Research." All are deductible for income tax purposes.

We have signs for you to put on machines or post on walls nearby saying: "THIS MACHINE IS WORKING FOR DAMON RUNYON CANCER FUND." Real humanitarianism! Real Public Relations! Real warfare against the vicious foe—Cancer. Your locations will be inspired; the public will be enthusiastic—you will even solicit extra donations from the locations and from the public.

But the thing to do right now is to join the fight, with the whole coin machine industry fighting as a single, solid unit. Please report to us at once saying you will fight as hard or harder than the next man.

You will receive a Damon Runyon Fund pocket-sized certificate from the Coin Machine Industry promptly after we receive your reply and check. The Industry's total donation will be turned over to Walter Winchell at the next Coin Machine Banquet, January 22, 1948.

"Manhattan" Earning Terrific Profits

LOS ANGELES—"The way Packard's new *Manhattan* phonograph is boosting play is absolutely sensational," says Nick Carter. "It looks like this instrument is the answer to operators' complaints about lack of play and need for adjusting commissions to locations. Operators who have bought *Manhattans* from the Nickabob Co. in Los Angeles and Nickabob Sales Co. in Fresno tell us that when they take this machine to a location, the owner gasps in astonishment at the beauty of the instrument and its superb tone. And customers who are tired of gaudy, second-rate phonographs that produce blaring distortions are playing the *Manhattans* as they never played automatic phonographs before.

"With a luxurious machine like this," says Carter, "the operator has no trouble at all in upping his commissions. Location owners are so pleased and flattered with such service that they can't say 'no'. So with a bigger percentage of the gross—and in some cases *twice as much gross as before*—operators are really merchandising music with *The Manhattan*."

The delivery situation is good on the *Manhattan*, as well as on two other prominent Nickabob lines, the *PX* cigarette vendor and the A.B.T. *Challenger* target game. Large shipments of these machines are coming in frequently, and they are not gathering any dust in the Nickabob showrooms. "These are three of the most popular machines with operators," says Carter, "and we are glad to see them moving out so fast to locations where they are making plenty of money for their owners."

Rock-Ola Visitors

CHICAGO—Among distributors who visited the Rock-Ola factory recently were: Mr. and Mrs. H. G. Payne, Nashville; A. J. LaBeau and Kenneth Glenn, LaBeau Novelty Co., St. Paul; B. D. Lazar, Pittsburgh; and K. R. Wilkinson, United Amusement Co., San Antonio.

Other visitors included S. Berman of General Finance Corp., and Frank Shea, ace pitcher of the New York Yankees.

Audio Ready with New Cabinet

SAN FRANCISCO—In addition to the present *Mirromusic* model for hideaways, Audio Specialties Co. is now in production of a new cabinet to house a complete phonograph unit.

Cabinet is fully equipped with National Slug rejector, accumulator (if necessary), coin chute, cash box, and selector buttons. According to the firm, it is the lowest price unit of its type in the field.

CMAC Opens Permanent Southern Calif. Office

CHICAGO—Coin Machine Acceptance Corp. announces the opening of a permanent office in Los Angeles which will service the entire Southern California area. Bob Morse, who has won a big following in that area during the past six months, will manage the office.

At CMAC headquarters here, Howard Pretzel stated: "There is no doubt in our minds that Southern California bids fair to become one of the real leaders in the vending machine field. Bob Morse advises us that many of the manufacturers there are planning some of the greatest vending machines ever introduced to the Industry."

In addition to Chicago and Los Angeles, CMAC has offices in Atlanta, Dallas, New Orleans, and San Francisco.

13th Year for Music Group In Calif.

OAKLAND—Under the capable leadership of George A. Miller, state president, the California Music Operators Association is now in its 13th year. The association has been a bulwark throughout the state in fighting for the cause of music operators and establishing a united front. Particularly noteworthy was the group's splendid work on legislative matters.

Midwest Business Brisk; Amusement Spending Hit

CHICAGO — Signs of general business trends will be watched even more closely during the second half of the year than they were during the first. At the mid-year turning point there were a number of general trends which the experts are tabbing as signposts along the way.

Federal Reserve Bank reports are saying that the Chicago district, which includes five states, is maintaining a higher level of business activity through the summer than other sections of the country. General reports on summer tourist trade were not available in July.

The nation started on the second lap of the year with general price trends still upward, although the rate of climbing had slowed up some by summer. One agency that keeps tab on price indexes said the high point in general prices was reached in March.

Industry had to face the prospect of increases in steel prices as the second half began, and this meant higher autos and many other durable goods. Increase in coal prices was given as the reason for rising steel prices.

The experts are beginning to say that the real sign of recession in business, if it sets in, will be a general decline in inventories. Earlier in the year, experts had said that a real decline in our heavy export trade would bring a general recession in business.

Employment and wages and the national income are still at high levels and form a bedrock for business progress that gives encouragement to the nation.

The *Wall Street Journal* warned in July that official reports on employment are always two months late and that unemployment can be well under way before the country is aware of it.

Much attention is being given to what goes with the consumer's dollars. Total money in circulation jumped seasonally over the holiday week and total money spent in retail stores set records in dollars. But experts are pointing out that increases in dollar sales from month to month are made at a time when physical volume of goods sold is declining. Thus, high prices account for the sales figures. May sales in all retail stores were close to 10 billion dollars.

Amusement trades and sellers of luxury goods have felt that the high cost of food means less and less money to spend for amusements and luxuries. Consumers meet an endless chain in the rising cost of food; meat prices zoomed and people turned to eating more eggs; then eggs started upward also. Now the corn crop outlook suggests still higher meat prices.

Added to the high cost of food has been the more recent increase in rents all over the nation. Amusement trades fear that higher rents will mean a still smaller amusement dollar.

Popular types of retail locations, such as drug stores, eating and drinking places and filling stations, showed a gradual increase in trade through March, April and May, and this trend was expected to hold good during the summer.

But on the other side, there is an increasing number of failures among retail locations, according to various reporting agencies. Dun & Bradstreet reports business failures more than three times as great for the first five months of this year as for the same period last year. One reason for increase in failures is said to be the many veterans going into business.

Official reports on Chicago and Cook County show it gained 2,235 retail establishments in the last two years to make a total of 56,463 stores of all kinds. Refreshment places, including soft drink outlets and taverns, showed the greatest increase—but in more recent months drinking places have shown a decline. Decrease in numbers was also shown by confectionery and drug stores during the last two years.

Quart-O-Matic Radio Changes Sales Set-Up

LOS ANGELES — Formerly, Quart-O-Matic Radio Sales, Inc. merchandised its coin-operated radio through traveling salesmen; now they plan to market via a nation-wide chain of distributors and jobbers. R. D. Hausman, vice-president and treasurer, states that distributorships are now open for "the lowest priced coin radio on the market."

According to Richard A. Farkas, president of the company, the new improved *Quart-O-Matic* is a sensational departure from the complex types of coin radios. "It is designed to eliminate all excess mechanism and is the most trouble-free radio ever introduced to the trade," he said.

Farkas recently returned from a trip to Alaska where he arranged for installation of *Quart-O-Matic* sets in 90 per cent of the hotels.

Kelnor Electric

SOLDERING IRONS

A "Must" for Every Operator!

Solders in hard-to-reach spots, adjustable tip can be adjusted longer for less heat and shorter for more heat; scientifically balanced angle head permits hand to rest in natural position, which reduces fatigue and cord maintenance, all-ceramic sealed insulation, rugged one-piece construction. WEIGHS ONLY 9 OUNCES. Complete with 6 ft. of cord, plug and copper tip. 100-watt model, $6.25; 125-watt model, $6.75.

PAUL A. LAYMON, Inc.

1429-31 and 1503 W. Pico, Los Angeles 15, Calif.

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION
DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

In This Issue:

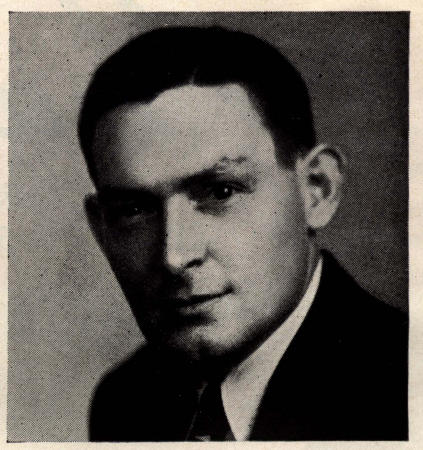
- NAMA Leaders Hail Convention As History-Making Event
- Merchandising Aspects of Juice Dispensers
- Coin Machines Making Inroads Into Super Markets
- Vendors Ride the Rails
- NAMA Schedules Three Regional Meetings in September
- Hurd Reports on the Avalanche of Cigarette Taxes
- Up-to-date Reports on Ingredients, Merchandise

September 1947

Edited by
Walter W. Hurd

BACK IN BUSINESS...

TO SERVE BOTH VENDING MACHINE OPERATORS AND MANUFACTURERS IN THE PACIFIC NORTHWEST



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AND MERCHANDISE—AVAILABLE FOR IMMEDIATE DELIVERY——

AT LOWEST PREVAILING PRICES

BUBBLE BALL GUM
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BOSTON BAKED BEANS
VENDING MACHINES
MONEY WRAPPERS

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CALIFORNIA PRICES ON ALL MERCHANDISE

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Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES
AND OTHER SELF-SERVICE EQUIPMENT

★ ★ SEPTEMBER 1947 ★ ★

Newspaper Treats On Vendors In Plants

NEW YORK—The *Journal of Commerce* recently gave front page space to general comment on the pros and cons of vending machines in plants. The headline and the general tone of the article was very favorable to vendors, but it did give voice to some of the well-known objections that plant managers sometimes raise against vendors.

One plant manager was quoted as saying, "It is not my job to promote sales and to keep employees spending all their nickels."

Vending machines are winning an increasing place in industrial plants as creators of employee good will, the article said. It said candy, cigarettes and beverages are the chief articles dispensed in plants. Chief value in promoting employee good will, according to the newspaper, is the commissions that go to some form of employee welfare. It also mentioned that some unions now stipulate vending machines as a point when making contracts with employers.

The article mentions one plant which has a total of 75 vending machines located in various parts of the factory. One operating firm has the candy and cigarette machines spread throughout the plant, while the soft drink and cookie vending machines, placed by two other operators, are confined to the plant cafeterias, employees' club room and other spots about the food area.

The report said plant managers find the question of change a serious one, when vendors are placed in a plant; many managers complain that looking for change takes up too much time for employees. The newspaper suggested that the new change making mechanisms would be welcome to all plant managers.

Viking Adds Revco

SAN FRANCISCO—Viking Specialty Co. has added the Revco ice cream machine to its extensive vending line and is now making delivery of the single flavor dispenser. The unit vends either 3½ or 4 ounce cups; it can be set for ten cent operation (two nickels) or its automatic change making apparatus can be adjusted to handle any odd-penny sale up to ten cents.

Viking reports that shipments of Watling scales and *U-Select-It* candy-gum vendors are arriving in good quantity and are available for immediate delivery.

NAMA Leaders Hail Convention As History-Making Event

CHICAGO—With all display space on the convention floor now sold, the National Automatic Merchandising Assn. began marshalling its forces to tell the trade what could be seen at its first trade show here at the Palmer House December 14 to 17.

An efficient staff is at work on all details in the home office here, and the convention committee, headed by George Seedman, has also set a record for whipping convention plans into shape and getting display booths sold in short order.

A feeling prevails among leaders of NAMA that history will be made at the November convention. Every detail of preparation for making the convention a success is being handled with efficiency. It will be the first national exhibit of solely merchandising machines. It will also be the beginning of a new post-war era in which merchandising machines are expected to become an important part of the business of selling goods.

After Labor Day, three regional meetings will be held and then the NAMA staff will concentrate its efforts on getting the convention ready. According to C. S. Darling, executive director, the plans will be made with the idea of making it worth while for every operator in the country to come to Chicago to see it. Machines and all types of merchandise will be on display, he emphasized.

Recently, a list of the firms that have engaged exhibit space, and also the products they expect to show, was issued by NAMA. The list follows:

The Douglass Manufacturing Co., Inc., will display for the first time the new Douglass straight changer, which provides five nickels for one quarter or two nickels for one dime, and Douglass electric coin changer, both of which eject four nickels. All the Douglass change-making machines will be in operation.

The A. B. T. Mfg. Corp., which will also show its *Auto-Clerk*, the unit which selects and dispenses merchandise and gives change automatically, will exhibit for the first time its new universal 5-10-25-cent slug rejector. A. B. T.'s display will include coin chutes, coin meters for washing machines, driers, etc., money changers and totalizers.

Johnson Fare Box Co. will show the Harris coin changers, Dixie automatic cup dispensing units and coin counting and sorting equipment. The Vendo Co.'s separate coin changers and bottled beverage vendors will be exhibited and National Rejectors, Inc., will display coin changing and slug rejecting equipment. Veeder-Root, Inc., will show all types of mechanical and electrical counting devices.

Ideal Dispenser Co. will display for the first time its coin-operated milk dispenser, which will be in operation. Chief features of the machine, which provide faster loading and increased capacity, are the one-piece vending rack, easily and quickly removed for thorough cleaning, and the large pre-cooled storage space.

Revco, Inc.'s new Model 400 *Monomat* ice cream dispenser will be exhibited for the first time, and both the new machine and the Model 500 *Duomat* ice cream dispenser will be operated at the convention in the same manner as they would be on location.

The One-Use Tooth Brush Corp. will display its new tooth brush machine, which vends a miniature tooth brush and an envelope of tooth powder for 10 cents. It has a capacity of 72 tooth brush packets, each a cylindrical tube approximately four inches long and an inch in diameter.

The two popular popcorn machines manufactured by the Viking Tool & Machine Corp. and the T. & C. Co. will be much in evidence at the convention.

Viking's model is the *Minit-Pop*, a "fully automatic coin-operated popcorn vending machine which freshly pops the corn at each individual sale." T. & C. will show Model TC-10, which vends "a uniform ten-cent bag of hot popcorn in five seconds."

International Mutoscope Corp. plans to exhibit its voice-recording and photographic machines.

Merchandisers will be interested in seeing the coin-operated laundry exhibits by ALD, Inc., and Telecoin Corp. The machines will wash clothes automatically, remove excess dampness or dry clothes completely. Telecoin will also show its first juice dispensers.

AUTOMATIC VENDING IS THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO COIN-CONTROLLED VENDING DEVICES

This will be the first convention at which the Northwestern Corp.'s postage stamp vendor will be displayed. The *National Postage Service* dispenses three three-cent stamps for ten cents and four one-cent stamps for five cents, direct from government-coiled rolls. Northwestern will also show other merchandise vending machines. Daval Products Corp. will also exhibit its roll-type postage machine vendor.

Book-O-Mat will be displayed by the Automatic Book Vending Machine Corp. The machine offers a selection of 15 pocket-size books for 25 cents each. It holds 96 books.

Mills Automatic Merchandising Corp. will exhibit for the first time its mechanical cigarette vendor, in addition to its new five-cent candy vendor, display gum vendor and one-cent package vendor.

National Vendors, Inc., will display electrically and manually operated cigarette and candy vending machines and possibly "new products not yet announced."

Stoner Mfg. Corp. will display the Stoner *Univendor*, which vends candy bars, cigarettes, gum, mints, cough drops, packaged peanuts and other items at 5, 10, 15, or 20 cents.

Stewart Products Corp. will display cigarette, candy, gum, cup and bottle beverage machines and two "fountainette" machines.

Cigar vending machines will be displayed by Malkin-Illion Co. and Berger-Shaw Co., Inc. Rowe Mfg. Co., Inc., Lehigh Foundries and C-Eight Laboratories (Eastern Electric) will show the latest in cigarette machine equipment.

The much-talked-about hot coffee machines of the Bert Mills Corp. and the Automatic Canteen Co. of America will be busy dispensing the well-known beverage at the convention. Automatic Canteen will also display its candy, gum, nut and carbonated beverage machines, in addition to its "canteen grills," which will automatically dispense cooked hamburgers, hot dogs or toasted cheese sandwiches.

The candy, gum, nut and beverage fields will be well represented at NAMA's 1947 show. Exhibitors include the American Vending Corp., which will display its "*Vendit* 150 super-selective candy vending machine," and the Vendall Co., will show its candy vending machines. Alkuno & Co., Inc., will display its hot nut vendor, bulk candy vendor and *Universal* candy and machine vendor.

G. V. Corp. will exhibit its Model *N* Adams gum vendor and the new Model *GV* Adams gum vendor, which offers "six flavors, better visibility of the product and a more positive mechanism." It will also have on display the various flavors of Adams tab and candy-coated gum, one of the first products ever sold through automatic machines.

The Ford Gum & Machine Co., Inc., will exhibit the well-known Ford self-service ball gum machines. Adams-Fairfax Corp. will show the *Cash-Tray* nut vendor and "any and all other of our merchandising vending machines ready for marketing at exhibit time." It will have on display accessories such as floor stands, wall brackets, coin counters, etc., and bulk vending machine merchandise. Columbus Vending will also display its bulk merchandise machines.

Included among the beverage machine exhibitors will be C. C. Bradley & Son, Inc., Dispensers, Inc., Lion Mfg. Corp., O. D. Jennings & Co., Drink-O-Mat Mfg. Co., Snively Vending & Sales Co., and Spacarb, Inc., all of whom will have their machines. *Drink-O-Mat* will display a breakaway model so that the public can view the internal features of the machine in operation.

Dixie Cup Co. and Lily-Tulip Cup Corp. will be on hand with their vending cups for the automatic beverage vending machines.

Statler Manufacturers Corp. will demonstrate its biscuit vendor which dispenses Sunshine Biscuits' *Niks*.

Other interesting exhibits will include Babaco Alarm Systems, Inc., truck and car alarms; Chicago Lock Co. *Ace-7* pin tumbler locks, Chicago double-bitted 11-blade tumbler locks; Guardian Electric Manufacturing Co., vending control systems, relays, switches, solenoids. Henry Valve Co.'s exhibit will feature stainless steel check valves, relief valves and dual solenoid valves.

Exhibitors of service machines include Rock-Ola, which will show scales, American Locker Co., Inc., which displays its parcel checking locker, and the Nik-O-Lok Co., which will show toilet locks, *Sterlette* seats, germicidal lamps, utility shelves and door hinges. International Mutoscope Corp. will also show germicidal lamps.

Bottlers to See Coin Vendors At Convention

WASHINGTON—The American Bottlers of Carbonated Beverages promises that 225 exhibiting firms will have 75,000 square feet of displays of equipment, merchandise and machines at the 29th annual convention of the organization in Atlantic City, November 17-21.

It is hailed as the post-war show the trade has been waiting for, since it will be the first full display of equipment since the war ended.

Display groups that may interest the coin-operated vending machine trade will include carbonators, franchised beverages, vending machines for soft drinks and so on.

The list of exhibitors shows the following firms that make soft drink vendors:

American Vendors, Inc., Los Angeles; Dixie Cup, Easton, Pa.; General Vending Machines Co., Chicago; Kalva Vendors, Inc., Chicago; Portable Elevator Mfg. Co., Bloomington, Ill.; S & S Products Co., Lima, Ohio; Vendall Hydro Silica Corp., Gasport, N. Y.; Vendolator Mfg. Co., Fresno, Calif.

The major manufacturers of soft drinks, several of which supply vending machines, will also have displays.

Newspaper Vending Machines In Production

RENTON, Wash.—Recently incorporated with a $250,000 capitalization, Auto Newsy, Inc., has gone into production with its coin-operated newspaper vending machine designed to vend both daily and Sunday newspapers.

Machine is of aluminum and stainless steel, permitting it to be placed in outdoor locations, and is equipped with coin return device. In servicing, an empty box is inserted in place of the filled locked box, which is taken back to the newspaper office.

Three *Vancouver Sun* newspapermen head Auto Newsy: Drake L. Cummings, president; Stuart E. Kidd, sales director; Cecil L. Hoff, field director. Inventor of the machine, John Kosloski, is director of research and development.

A model of the machine has been on test location in the cafeteria of Boeing Aircraft Co., Seattle.

The company plans to sell the machines in the United States and Canada, and has been negotiating with newspapers throughout both countries. A simple change at the coin box permits the machine to handle publications of various thicknesses. This feature is expected to make the machine adaptable to magazine vending.

New! Silver-King Hot Nut Vendor

With the guaranteed heating unit

Bigger profits from locations are a natural with the all-new Silver-King Hot Nut Vendor. Completely redesigned for sales-compelling eye appeal. Flashing ruby red jewelled top. Vendor only, $29.95
Cup dispenser extra.
See Your Dealer

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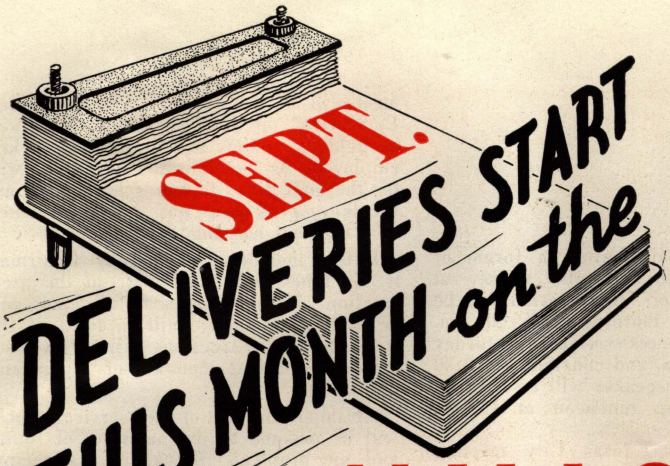

SEPT. DELIVERIES START THIS MONTH on the

MILLS *Improved* CANDY SALESMAN

OPERATORS—This month—September—deliveries will start on the many orders already received for the Mills Improved "Candy Salesman". If you have not placed your order yet, do so at once—for scores of far-sighted operators have agreed that this Mills Improved "Candy Salesman" is the "best ever" to help them get their share of the Fall upswing in automatic candy vending.

Here Are 8 Big Reasons For Placing Your Order Now!

ENLARGED CAPACITY — 105 bars with 5 selections arranged to lower service costs • MORE POSITIVE ACTION — MILLS SLUGPROOF COIN MECHANISM • CASH BOX with HEAVY PICKPROOF MILLS BELL TYPE LOCK permits access to coins without opening loading door • DUSTPROOF and PICKPROOF • ENTIRE MECHANISM PLATED TO PREVENT RUST • MOVING PARTS CASEHARDENED for long life • Candy rides on CONTINUOUS CONVEYOR • CHROME FINISHED DELIVERY TRAY.

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All Orders Filled In Rotation

NAMA Schedules Three Regional Meetings in Sept.

CHICAGO—Three regional meetings have been planned for September by National Automatic Merchandising Assn. and then the organization and its various regional groups will concentrate on the first NAMA national convention to be held in Chicago, Dec. 14-17.

The regional meetings will be held as follows: Region III will be host to Regions II, A and IV, September 12-13, Chamberlain Hotel, Old Point Comfort, Va. The NAMA board of directors will meet here Sept. 11, and the convention executive committee, headed by George Seedman, will also meet here the next day for reports on the convention plans.

Next meeting will be Region VIII, meeting Sept. 19-20, Hotel Muehlebach, Kansas City, Mo. The third meeting will be Region IX, Sept. 21-22, Baker Hotel, Dallas. Each meeting will last two days and Robert Z. Greene, president of NAMA, will speak at each meeting on the subject, "Successful Automatic Merchandising." Seedman will also tell each group about the progress of the first show.

An unusual program for the two-day meeting at Old Point Comfort has been worked out by Chairman Aaron Goldman of Region III and Committee Chairman J. S. Johnston and committee members. Region III includes Delaware, Maryland and Virginia. Guests will include visitors from Region II (New York), A (New Jersey and Pennsylvania) and IV (Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee).

The program will feature a forum of operators in action and talks by several outstanding suppliers. Registration will be conducted Friday morning from 10 a.m. to 1 p.m. The business session on Saturday will start at 10 a.m. and conclude at 12:30 p.m. A prominent speaker will be selected for the concluding luncheon at 1 p.m. Saturday.

Feature at the Kansas City meeting Sept. 19-20 will be a tour Friday afternoon from 2 to 5 p.m. of the Vendo Co. plant, which manufactures bottle beverage vending machines. The tour has been arranged by Elmer Pierson, president of Vendo and a former president of the Kansas City Chamber of Commerce.

Pierson will speak at the luncheon earlier in the day on the topic "Kansas City Is Your Host." Other speakers include Seedman and Executive Director C. S. Darling. President Greene will address the banquet Friday evening.

Saturday morning's program includes a speech by Fred L. Brandstrader, NAMA's legislative counsel for Regions VI to XII, on the legislative scene and talks by four prominent suppliers on "Our Product and Automatic Merchandising."

Roundtable discussions on operating techniques, followed by reports of discussion leaders, will conclude the morning session. The program will end with an informal luncheon at 12:30 p.m.

A "bang-up" meeting of operators and service men is planned for Dallas Sept. 21-22, and the big feature of the two-day meet will be the "Service School for Key Employees" on Sunday. The program will be held on Sunday to permit as many key employees as possible to attend. It will be the first time that a special program for key personnel has been presented at a regional meeting.

Dallas members, headed by Chairman R. G. Jones, will participate in the presentation. Various makes of machines will be torn down and rebuilt in front of the audience and instructions will be given on the most efficient methods of repair and rebuilding.

An important part of the "service school" will be devoted to the handling of routes and the problems that arise in servicing. A humorous skit on "do's" and "don'ts" for servicemen will be one of the highlights of the program.

A session will be held for operators on Monday, when mutual problems of the vending machine field will be discussed and prominent NAMA members will speak.

A special tour and fashion show has been arranged for the ladies.

Industry Unites in Huge Campaign To Aid Runyon Memorial Fund

Dixie Coin Leads "Cash-Tray" Contest

LOS ANGELES—Dixie Coin Machine Co. of New Orleans has taken the lead in Adams-Fairfax's *Cash-Tray* contest. In second place is "Hi-Ho" Silver, San Francisco, with Unique Specialty Products Co., New Jersey, in third spot.

Contest winner will be decided on the basis of most orders for the *Cash-Tray* almond vendor. First prize is a 1947 Buick sedan, with radio and mahogany desk being awarded for second and third. Contest closes October 15.

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PAN'S "HARD SHELL" CANDIES

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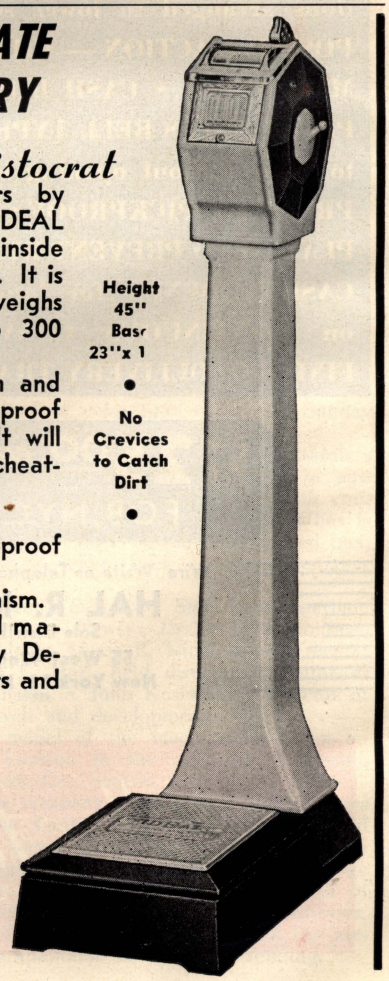

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Simple to Operate!
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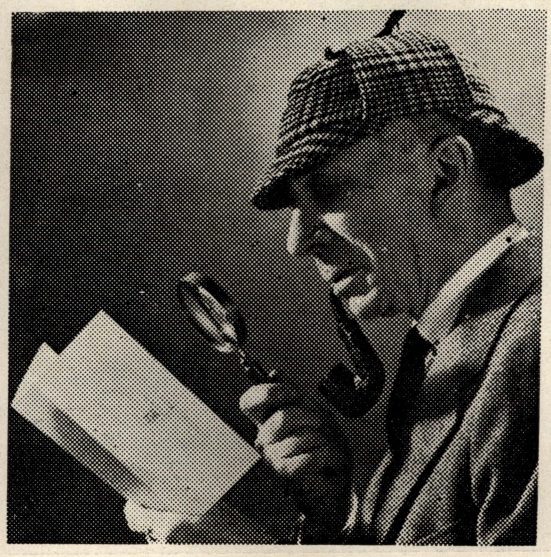

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Daval Names Distributors for "Postmaster" Machine

CHICAGO—A. S. Douglis, president of Daval Products Corp., has announced the following recently appointed distributors for *Postmaster*, the roll-type stamp vending machine: Seaboard Corp., New York (states of New York, New Jersey and Connecticut); General Vending Sales Corp., Baltimore (Maryland, Delaware and D. C.); Scott-Crosse Co., Philadelphia (Eastern Pennsylvania); Kelner Venders, Chicago (Northern Illinois and Michigan); H & L Distributing Co., Atlanta (Georgia and Alabama); L. A. Specialty Co., Los Angeles (Southern California).

Postmaster is designed to vend 1c, 2c, 3c and airmail stamps direct from government rolls; each unit is easily adjustable to vend from 2 to 5 stamps of any denomination.

Crown Supply Exceeds Need In Soft Drink Field

NEW YORK—The financial report for the first half of 1947 by the largest manufacturer of crowns for bottlers threw some light on production of soft drinks during the year.

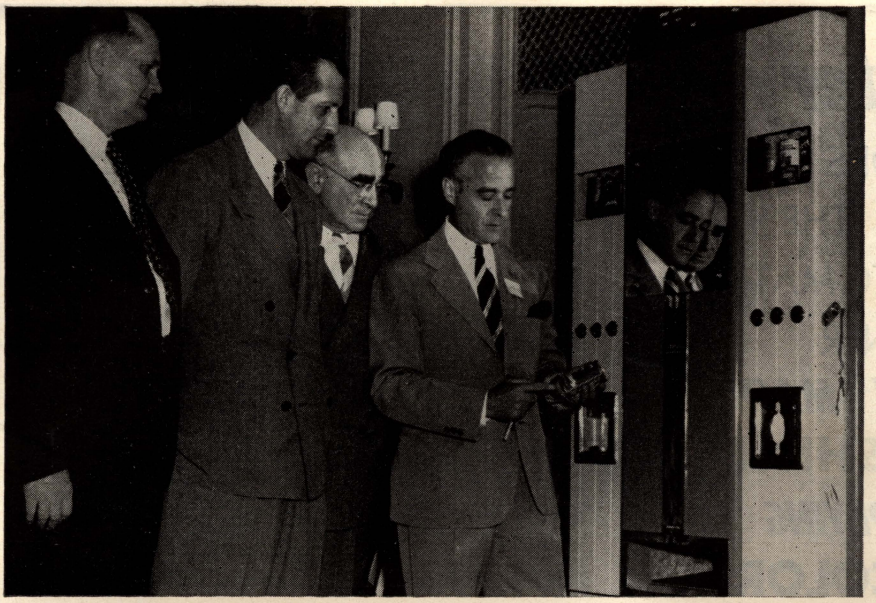
The semi-annual report of Crown Cork & Seal Co., Inc., revealed that the firm does about 50 per cent of the bottle crown business of the country. Demand for crowns is still ahead of supply and is expected to continue that way the rest of the year. Some brewers switched from bottle containers to cans and changed the type of closure.

The firm expects continued expansion in the soft drink industry and a consequent increase in the demand for crowns. A new plant on the West Coast is under construction and should be in production early in 1948.

Government reports say future high levels of output of metal crowns depend on the supply of steel and tin. Government data shows that production of bottles doubled since 1940 and output of metal crowns has almost tripled. There are 24 companies making crowns in 28 plants, according to the official report.

Production of returnable bottles for beer and beverage trade gained substantially during the first half of the year. Total bottle and glass container output started to drop in June, but is expected to pick up after the summer is over. Soda ash supply is still the most important factor in determining the output of bottles. A bigger supply in soda ash is promised next year.

Shortage of tin does not permit the production of cans to gain enough to relieve demand for glass containers.



W. W. Hurd, COIN MACHINE REVIEW editor, and R. E. Tanner and Leon Beach, of Continental Can Co., watch a demonstration of the new Tele-Juice fruit juice vendor by Jack Cross at Telecoin Corp.'s coin machine show at the Stevens Hotel, Chicago. The new machine will handle 300 6-ounce cans of nutritional health juices at a time.

Telecoin Shows Line In Five Key Cities

NEW YORK—Telecoin Corp., with headquarters here, showed its complete new line of coin-operated machines in several large cities during the summer, including New York, Chicago, Cleveland, Dallas and Atlanta. Officials have reported complete satisfaction at the response received from the trade in all the cities covered.

Chief publicity getter at all the showings was the *Telecoin Quizzer*, a coin-operated quiz-game that is considered unsual in the amusement machine field. At the Chicago showing the Quiz Kids, famous in radio, were present one afternoon to entertain guests. Newspapers often gave front page space to the quiz game.

But most of the machines shown belong to the service and vending field. Telecoin is national distributor for the Bendix equipment for coin-operated laundries and the display in each of the cities showed this complete line. The new commercial Bendix washer, with built-in coin meter, heads the list. The new washer is said to be built for heavier duty than the home model of automatic washer, is offered with 10 or 25-cent coin mechanism. Firm promises delivery in 30 days.

Auxiliary equipment for the washer are an ironer, dryer, water extractor and a soap dispensing machine. Telecoin operators use the trade name, "Launderette," for their laundry stores and the above equipment enables operators to offer a complete service. The water extractor spin dries lighter clothes and the dryer heat dries heavier materials. The soap vendor has been adapted from a cigarette machine, operating on a nickel, to sell soap powder, detergent, bluing, bleach and so on. All of these machines were shown in the various cities.

A machine for dispensing canned juices, called the *Tele-Juice*, was also on display. The machine has refrigeration, holds 300 cans of the 6 oz. size and operates on a dime. A can opener, straw holder, and space for disposing of empty cans are part of the machine. It may be described as about the size of a standard 6-column cigarette or candy vendor. Telecoin says production will begin in October and operators will be offered advantages of mass buying through the firm. The company plans to carry ten or more different brands of juices and operators may buy from their supply houses, or from other sources. The machine is selective and will sell six different brands of canned fruit or vegetable juice.

A coin-operated radio was also part of the Telecoin showing. It is offered for 10 or 25 cent operation, to play 30 minutes.

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This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get prewar quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

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Gum Mfrs. Aim For Share Of Huge Market

CHICAGO—Feature news in the chewing gum field during the summer months was the launching of record advertising campaigns for Leaf gum and Warren's Mint Cocktail gum. The semi-annual reports of chewing gum manufacturers also added light on the increases in output.

Leaf Gum Co. held its annual sales meeting in Chicago during the summer and here announcement was made of the big advertising program getting under way. A reported $1,000,000 will be spent in the campaign and the object is to capture at least 15 per cent of the national chewing gum market for Leaf brands. New wrapper designs have been adopted and also counter display cartons.

The advertising program will include more than 100 radio stations and an impressive list of consumer magazines. Several trade papers will be used also. The firm announces that production is now geared to supply plenty of gum for the enlarged sales program. Officials of the firm said the total chewing gum market now amounted to about $175,000,000 per year.

Consumers who had not already tried it, learned about Warren's Mint Cocktail gum from a full page advertisement in the July 7 issue of *Life*. This is part of a new promotional campaign to increase the sales of the mint gum. The firm had a display at the candy jobbers' convention in June and distributed samples lavishly. The gum seemed to make a good impression on the trade. The Warren firm also suggests that production is growing fast.

Beech-Nut had made its report earlier, calling attention to increased production and especially revealing that it was using the new synthetic substitute for chicle. Up to the present time there seems to have been no unfavorable public reaction to the synthetic gum, so it may be accepted as a material aid that will make it possible for chewing gum manufacturers to meet demand.

William Wrigley, Jr. Co. increased its net income for the first half of the year, to pay $1.98 a share, compared with $1.81 a share in the first half of 1946. Increased output was the chief reason for a larger net; in fact, the earnings for the second quarter of 1947 showed a nice gain over the first quarter, suggesting continued gains in sales. Total sales for the first half of 1947 by Wrigley and its foreign subsidiaries amounted to $22,442,603 and $12,221,871 of this amount was done during the second quarter.

Report calls attention to the fact that earnings are for the parent company and foreign subsidiaries; domestic subsidiaries made separate reports. The home subsidiaries made separate reports. The home subsidiaries had earnings of $133,250 above dividends of $1.07 a share for the first half of 1947.

American Chicle Co. made its half-year report, showing net earnings of $1.87 per share for the first six months of 1947, compared with $1.12 for the same period in 1946. The report did not show total sales. The earnings for the second quarter of the year suggest increased sales for this firm also. The firm's report stated that ingredients still remain at a high price level, but the outlook is that prices on ingredients may start downward. Like all other gum manufacturers, the firm is developing U. S. sources of supply that will free it from buying abroad. This would also suggest the use of the new synthetic chicle.

On the basis of the half year reports by all the gum manufacturers, it appears definite that gum output is being increased steadily.

1,000 Cup Drink Vendor

PITTSBURGH — Westinghouse Electric Corp. is now building a 1,000 cup drink machine for Coca-Cola bottlers. Machine accepts either nickels, dimes or quarters, with change automatically dispensed with beverage when the latter two denominations are inserted. A smaller model, holding 400 cups, will soon go into production.

"ELECTRO"

The new ALL ELECTRIC cigarette vender . . . IS OUT IN FRONT

FROM OBSCURITY TO LEADERSHIP IN ONE YEAR!

- **ACCLAIMED** by operators, locations and the public as the greatest innovation in cigarette vending machine history.
- **BE** wise—MODERNIZE BUY ELECTROS.
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The Merchandising Aspects Of Juice Dispensers

by WALTER W. HURD

The showing of a vendor specially designed to sell canned fruit juices in several cities this summer will serve to quicken interest in such dispensing devices. The fruit juice machines enter the field of drink dispensers and help to swell the merchandising coverage which operators of drink vendors will be able to give.

The two newest types of drink dispensers, now coming on the market are the fruit and vegetable juice machines and the coffee dispensers. Operators who take on the juice vending idea will enter a field in which juices compete with each other and also with soft drinks and milk. The merchandising of juices is highly developed and the operator of juice dispensing machines will need to know a lot about the product sold.

The drink machine field is now becoming pretty well classified into the following groups: (1) Machines bearing a trade-mark and selling specific brand goods, either bottle or cup. (2) Selective machines that dispense from two to as many as 12 or 16 varieties and any brand can be used. Bottle and cup types of machines are made selective but the selectivity in cup type machines is limited. (3) Machines designed to dispense milk, either in glass or paper container. Some of the selective types of machines will also handle milk. (4) Machines to dispense coffee, offering a selection of as many as four different forms. (5) Machines designed especially to sell fruit juices.

The operator who considers the drink vending business thus has a big field to choose from and he will find many of the types of machines also adaptable. Some selective machines can be adapted to sell soft drinks, milk, fruit juices, or even beer. Such machines give the operator a chance to change to meet changing demand in the same location. Some of the makers of these machines are already encouraging operators to try canned fruit juices in their machines.

A specially designed machine for selling fruit and vegetable juices is now being placed on the market by Telecoin Corp. of New York. The machine is refrigerated and has six columns which offers good selection. A model setup included orange juice, with sugar and without; grapefruit juice, with and without sugar; a blended juice of orange and grapefruit; and tomato juice. The capacity of the machine is 300 cans.

The attachments to this particular vendor suggest some of the problems that come up in vending juices. It has a can opener, a straw dispensing section and a container for disposing of empty cans.

The operator of today well understands that machines can be made to meet all mechanical problems. His first decision will be to choose between a machine made specially for vending canned juices or to adapt selective machines to sell the merchandise at the dime price standard.

Then comes the big question of merchandise, where to get it, and what is the outlook for selling juices.

The average person is already well aware today that the consumption of canned fruit and vegetable juices must be tremendous. Displays of such goods in grocery stores and especially chains and super markets will give the answer. Official statistics suggest that the consumption of canned juices has doubled during the last ten years and is still growing.

Official reports suggest that supply and demand now may be striking a normal level, with a gradual increase in future years as the public is educated to use more fruit and vegetable juices.

Reports have been current for some years that new orchards are coming on in Florida, Texas and California, so that growers are worried about the long term outlook and whether consumption will keep up with supply. This prospect of continually increasing supply has led to the organization of growers and the spending of considerable sums on advertising and merchandising programs. Citrus growers and processors have gained national attention for their programs designed to educate the public to use more citrus products.

Florida citrus growers and processors have been interested in the development of vending machines that would increase the outlets for their products. The effort for many years was directed toward developing a machine to sell fresh orange juice and this led to the invention of a machine that would slice an orange and squeeze the juice into a cup, all before the customer's eyes, after he deposited a coin.

In the meantime, the development of canning processes for preserving citrus juices was going right ahead and now promises to be the real solution to vending the juices by machine. The big manufacturers of tin cans have helped in all the developmental work and, although tin cans became a short item during the war, the outlook now is that new tinning processes will assure plenty of cans in the future and also at a lower price.

The emphasis is on canning fruit juices because it will solve many of the problems that confront the citrus industry and also growers of some other fruits. Poor crops follow bumper crops and canning provides a way for equalizing the ups and downs of nature.

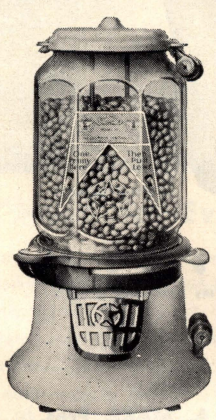
The operator who considers machines to sell canned juices can be assured that the supply of the products seems certain to increase steadily over the years, and in fact the outlook for supply is so favorable that a trend toward lower prices may be expected. The U. S. Department of Commerce and also the Department of Agriculture supply regular reports on crop outlook, canning of juices and total stocks of canned goods on hand, so that an operator who wishes to investigate the supply outlook can easily get reliable information. Inquiry among local grocers and chain store managers will also give interesting information. Crop fluctuations will always occur but canning and the trend to concentrates will help to equalize the supply and also stabilize prices.

Competition is something to consider because the market for canned juices is already well developed in retail circles and selling by machine is comparatively new. A natural question is whether the operator will find the big quantities of canned juices sold by the stores cutting down his sales. The evidence at present points to such a rapidly increasing public appetite for juices that the operator need not worry about over-supply; his job is to find locations where he can cater to special needs and impulse buying for immediate consumption.

Juices compete with each other but the operator can cash in on this fact by changing the product in his selective machines. Right now, Florida growers have a tangarine juice on the market that is growing rapidly in sales and naturally competes with orange juice. But such a rising new product adds to the operator's business.

Juices compete with soft drinks and this fact will compel the operator to use his best merchandising knowledge. A current advertisement in newspapers on grapefruit juice says the juice is "not a built up soft drink." This gives the operator an indica-

HELLO, COLUMBUS
GOOD-BY, SERVICE WORRIES



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The Model 46 is a dream of mechanical perfection. Its mechanism is fool-proof; it contains vise-grip locks and a non-tamperable coin compartment. A wide variety of size globes fits all machines. It vends all types of ball gum, peanuts and small, hard-shell candies.

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U-SELECT-IT
OFFERS THE *WIDEST SELECTION* OF CANDY BARS *OF ANY VENDING MACHINE*

Completely selective feature of U-SELECT-IT Candy Bar Vendor permits choice of ANY ONE OF 74 BARS or CHEWING GUM. 40% of contents of machine visible at all times. Housed in gleaming white cabinet, U-SELECT-IT is compact, clean and efficient. SELLS CANDY FAST.

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MADISON, WISC.

Two Great Names . . . Two Great Products - -
NORTHWESTERN BULK VENDORS and "DUX" BRAND

Model 39 Penny Bulk Merchandiser
(Vends nuts, beans, gum)

Less than 25	$13.40 ea.
Less than 100	12.95 ea.
100 or more	12.55 ea.

(F. O. B. Factory)

Boston Baked Beans (50-lb. cases)	26c lb.
Rainbow Mix (50-lb. cases)	27c lb.
"Leaf" 5/8" Bubble Ball Gum, per case (25-lb. cases)	$12.00

(F. O. B. San Francisco)

IMMEDIATE DELIVERY: Revco Ice Cream Vendor, Klopp Coin Counter, Watling Scales. Complete line of charms, stands, parts, tubular coin wrappers, route books. Expert repair service for all types of vending machines.

VIKING — FOR VENDING MACHINES

18th YEAR IN BUSINESS 530 GOLDEN GATE AVENUE SAN FRANCISCO, CALIFORNIA

tion of the merchandising problems that will come up as he sells fruit and vegetable juices. The present outlook is that demand for both soft drinks and juices will grow steadily for some years yet, but the competitive situation is there.

Some of the selective bottle vendors are so flexible that the operator can dispense soft drinks and canned juices in the same machine, but specialization always has its own attractions and rewards and as vending of juices gains headway, the machines made especially to sell the juice will find a big place.

One of the major manufacturers of cans says to tell operators that, if they will stick to 10-cent items, they can make good money in vending juices. But if they let competition lead them into trying to sell a smaller can at five cents, they will lose out.

The Telecoin machine has been developed to sell a 6-oz. can of juice at ten cents. The maker also says a national supply headquarters will be set up so that operators of their machines can have the advantages of quantity buying.

It would seem at present that vending machine precedent will be set for the 6-oz. can. Official statistics are issued in terms of the No. 2 can and hence do not show output of the small individual cans.

Most of the major processors are already deeply interested in new vending outlets and offer assurance that the trade can always count on getting the small cans. One big Chicago processor was reported recently to be very anxious to tie up with some vending outlet on a national scale.

Operators who enter the field will have the question of brands. Displays in the stores would indicate that brands in juices have not become so fixed in the public mind as they have on soft drinks. One manufacturer of machines says tests have shown that machines can introduce new juice brands very successfully. Current trade directories list as many as 30 general sources from which to buy grapefruit juice, 24 sources of supply for orange juice and equally as many supplying blends of grapefruit and orange juice.

Operators who place machines can soon determine ratio of demand for each juice product by noting sales. Manufacturers of the machines can also offer suggestions about probable demand for each type of juice, based on test machine locations.

National production figures may also give some idea of sales ratio of the three leading juices. The 1945 report lists production of a total of more than 28 million cases of tomato juice, more than 19 million cases of grapefruit juice and more than 18 million cases of orange juice. In vending machine circles the emphasis for many years has been on orange juice.

Official reports for the current season say there is a decline in grapefruit juice and that tomato juice has gained in sales due to price adjustments. Last season increased the ratio of orange and grapefruit juice due to lower prices. But the operator of vending machines would be selling at a stable retail price and his sales would not fluctuate with price changes.

Increase in the use of fruit and vegetable juices come largely as a result of national promotion and merchandising, and demand for the operator will largely be created by the big processors and growers. While brands are promoted, the general trend is to promote the use of juices for their nutritional value.

The vending operator who specializes in fruit and vegetable juices will need to become a part of the big over-all campaign to inform the public on the food value of the various juices. Just how much nutrition merchandising can accomplish is shown by the candy and ice cream industries and the nutritional campaigns conducted by their organizations. Every retail outlet cooperates in telling the public about the food value of the products and successful operators will also need to take part in the general business building campaigns.

Two main advantages are claimed for the canned juices over eating the fresh fruits or vegetables. For canning juice, the fruit or vegetable can be allowed to ripen much more fully than to sell the fresh product on the market. Canning also preserves the important vitamin C much more satisfactorily than is true of fresh fruits and vegetables when put on the open market. Ample literature and sales devices will be available to the operator to help put these ideas over to the public.

The main fact for the operator is that he will be entering a field in which the market is already well prepared, that new research adds to information about the food value of juices, and he can sell a worthy product with enthusiasm.

Production of machines is at the present time limited; some of them are just beginning to come on the market. New ideas will also appear; already it is evident that if a vendor can be built to uncap a soft drink bottle, pour the drink into a paper cup, and vend it to the customer, then a machine can be built to pierce a tin can, pour the contents into a paper cup, and vend it to the customer. Powdered orange juice and other concentrates are also making big headway. If the quality

equals that of canned juice, machines can be built to mix and vend a drink just as machines now mix and vend coffee.

Locations for fruit juice machines are already fairly well determined by the spread of soft drink and milk vendors. One maker of the juice machines suggests schools, offices, recreation centers, plant cafeterias, theater lobbies, stores and market centers as good locations. The list can readily be added to by any operator.

The demand for quality fruit and vegetable juices has grown by leaps and bounds and the vending operator can cash in on this already big market at a time when it promises to keep on growing. He can sell a product in which he can take great pride in boosting its nutritional value.

Challenge New Soft Drink Tax in Penn.

PHILADELPHIA — To help defray the cost of the new state tax on syrups and bottled drinks tax, cup machine operators have been working out arrangements with location owners to split the tax. By so doing, they have continued to serve drinks for five cents. This has given cup machine dispensers a penny differential over bottle sales which are up to six cents—and it has meant extra business.

But no vender is happy about the tax and all are watching with interest a suit to challenge the constitutionality of the law. This suit was filed by Marshall H. Morgan, a prominent Philadelphia attorney, in behalf of several syrup manufacturers. A hearing on this case was scheduled for July 14, but instead the case was continued for a hearing some time in September or October.

Morgan claims the act is unconstitutional because it imposes a one-cent tax on each 12-ounce (or less) bottle and one-half cent an ounce on syrups in fountain drinks. He argues such a tax is a tax not on value but on volume and is therefore lacking in uniformity, making it an "unfair, discriminatory and confiscatory" tax.

A still further challenge to the law is expected from big soft drink manufacturers in the area. They are readying suits, which have not yet been filed, which will bring into play some of the highest-priced legal talent in the state.

Three Conventions To Discuss Ice Cream Sales

CHICAGO—Plans are already well under way for at least three national conventions of organizations in the ice cream industry. The 43rd annual convention of the International Assn. of Ice Cream Manufacturers will meet in Miami Beach, October 27 to 29. Special sessions on merchandising will be an important part of the program.

The National Conference of Ice Cream Industries, Inc., changed its name to the National Ice Cream Mix Assn., Inc., since it is composed of mix manufacturers. This group is scheduled to hold its annual meeting in Chicago, October 13 and 14.

The National Assn. of Retail Ice Cream Manufacturers will hold its convention in Chicago, October 15 to 17.

All of the conventions will be confronted with official reports that ice cream output started declining this year from that of 1946. Production is still above the five-year average but all members of the industry are interested in promoting much wider use of ice cream.

Impulse Buying Prevalent 'Way Back in Nineties

NEW YORK — In the showroom of Farmer Boy Coin & Equipment Co. stands visual evidence that "impulse buying" is not a 20th century innovation. Back in the nineties merchants were just as cognizant of eye-appeal as are the merchandisers of today.

The machine on view in the Farmer showroom is an old-fashioned pop corn and peanut steam wagon, a forerunner of the present day vendor. It is richly colored—bright reds, greens, gold trimmings—and is equipped with the famous whistle which the Good Humor folks have improved upon in their present ice cream selling.

Manufactured by Cretors & Co., and called the *Cretors*, it plied the sand and coin of Coney Island for two decades.

The machine is gas-driven, with a chain attachment. Popping capacity is four ounces in eight minutes. Compared to today's 50 pounds in 28 minutes, the *Cretors* is antiquated. But in the nineties that was quite a popping.

Coin Laundries Given Clean Bill of Health

NEW YORK — Hitting back at charges made in Congress by Rep. O'Toole (D., New York) that coin-operated washing machines constituted a health menace, Herbert X. Blum, president of the Assn. of Self-Service Laundry Operators, Inc., pointed out that member stores had been inspected by the New York City Health Dept. Noting that his group conducts its own periodic examinations of stores to insure that sanitary regulations are observed, Blum said, "The public need have no fear of any epidemic or the contracting of any disease as a result of patronizing member stores of the association."

Dr. Samuel Frant, acting City Health Commissioner, stated that representatives of his staff had investigated the coin laundries last May and had found "little or no evidence to indicate that there is any danger in the use of the machines," and claimed that Rep. O'Toole was "unduly alarmed." Commented Dr. Frant, "The combination of the hot water and soap powders, together with the series of rinsings, is adequate to destroy disease-producing organisms."

Rumpus began when Rep. O'Toole delivered a speech in Washington in which he claimed that bacteriological tests of the coin-operated washing machines, conducted for him by a laboratory, showed the devices to represent a potential source of "deadly epidemic." Rep. O'Toole said he had reported his findings in letters to the U. S. Public Health Service and the New York City Health Commissioner.

Although this barrage was directed against coin-operated equipment, most automatic laundry stores here have not yet been able to obtain coin chutes for the washers, and operate under manual supervision. However, individual machines, placed in apartment house basement sites as a tenant convenience, are coin metered.

Recent mushrooming of self-service public laundry stores, plus increased use of apartment house washers, is arousing opposition in some commercial laundry quarters. Several months back, when the city was considering a tax on autos and trucks, a group of independent laundrymen proposed that, instead of taxing laundry trucks, an alternate levy be placed on coin box washers in apartment houses. At present the Commissioner of Licenses is reported investigating the entire laundry field, and some sort of licensing system may evolve for the coin-operated machines.

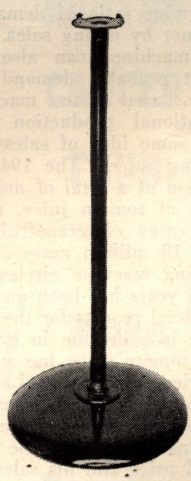
Olsen Succeeds Steichen

CHICAGO—Howard I. Olsen has been named membership director of NAMA, succeeding Paul Steichen. Among his other duties, Olsen is in charge of convention and exhibit details for NAMA's 1947 show at the Palmer House in December.

CAST-IRON STANDS

Round base, 15 inches in diameter . . . Stand weighs approximately 20 pounds . . . Pipe stem is one inch in diameter . . . 3-inch flange on top . . . Height is 31 inches. *No concrete.*

$3.95 EACH
Any Quantity



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DISTRIBUTORS: A few territories still available.

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Announcing . . .

our appointment as Southern California distributor of Standard Specialty Co.'s famous cast-iron stand. Easily supports three vending machines.

$3.95 Each
F. O. B. Factory

AMCO SALES CO.
8360 West First Street
Los Angeles 36, Calif.
Phone WEbster 0863

Coin Machines Making Inroads Into Super Markets

by LOUIS KARNOFSKY

Almost imperceptibly, without fanfare or ostentation, coin-operated machines have established a beachhead in the super markets. The beachhead is not very wide nor very pretentious, but the initial landing has been made and further advances are in the offing.

The machines riding the vanguard of the super market task force are the penny vendors dispensing peanuts, gum, and candy, closely followed by scales and postage stamp machines. Popcorn vendors are moving up fast on the outside lane, with hot coffee, delicatessen food, and refrigerated items due in the next wave.

One of the West's largest bulk machine suppliers states that super markets have proved to be top locations—every bit as good as industrial plants.

The marked trend toward self-service stores provides ideal pioneering for vending of certain type products. For example, the day is passing when delicatessen counters will be manned by personnel who weigh, slice, cut, and wrap food. Already, some of the larger markets are going in for pre-packaged products, set out in a refrigerated case, which are price marked. All the customer has to do is make his selection and carry it to the check-out counter for payment. With mechanically perfect change-makers, the next step is to vend these products through a machine, thus speeding service by eliminating delay at the checking counter.

Not only delicatessen foods, but ice cream, frozen and dry packaged foods, meat, and pastries could be handled the automatic way.

The manager of a large super market stated that canned goods could not be vended practicably. "There are too many different brands, and the machines would take up too much room and would not allow sufficient space for the complete display of all brands."

A consensus of a dozen super market executives reveals that the following items are also in the "not practicable to vend" category: fresh fruits and vegetables, cigarettes, and five-cent candy bars.

Vended fruit clashes with the merchandising of bulk fruit because of the price difference. In addition, the shopper likes to see fruits and vegetables in full view—perhaps even examine them carefully—before purchasing.

Cigarettes and nickel bars are sold as "loss leaders" by most supers, and a vending machine, dispensing at standard prices, cannot hope to compete.

There is a variance of opinion on the use of beverage vendors. The "pro" faction believes that members of the family, waiting for the little woman to complete her shopping rounds, would be lucrative sources of sale and that the vended drink would stimulate thirst buds and prompt them to order additional quantities from the store for home consumption.

The "con" group claims that vendors would satiate the customer's drink desires and lessen the urge to buy additional bottles for the home.

The man in charge of one of the major national chains doubted the feasibility of using automatic merchandisers in large markets but thought they would work out all right in smaller stores. "The volume of sale is so great at the big markets that the coinman could not keep pace with refilling and servicing; whereas, he would not be faced with this problem at a smaller retail establishment."

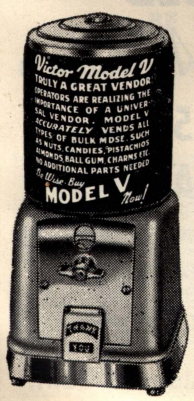
THE REVIEW dispatched a reporter to observe the operations at a typical market —and one fact struck him with indelible clarity: if operators do not provide better service, they will not only lose the ground gained thus far, but will impede future opportunities.

Outside the turnstiles, near the entrance, were nine penny machines: one scale, two 3-column gum machines, three bubble ball gum vendors, two Spanish peanut, and one candy mix. One bubble ball gum vendor was one-quarter filled; the balance were either totally empty or down to the very dregs. All machines—especially the globes —were badly in need of soap and water treatment.

The manager of the market told THE REVIEW that machines were serviced once or twice a month, but that the gum vendors empty once every two days and the peanut and candy vendors every week or ten days.

"The man who operates the gum machines leaves a supply of merchandise with us," he explained. "We unlock the device and refill when needed but the operator doesn't leave a large enough supply. Considerable ill-will is created when the machines go out of order because there is usually a wait of one to two weeks before

VICTOR *Nut or Ball Gum* VENDORS



GLOBE TYPE **$11.75**

Bracket . . . 65c
Pipe Stand $3.50

CABINET TYPE **$13.75**

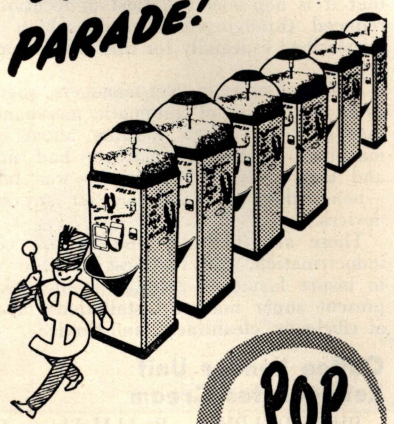
New Advance 25c Sanitary Vendor $22.50

WRITE FOR COMPLETE PRICE LIST

Empire Coin MACHINE EXCHANGE

1012-14 Milwaukee Ave. Chicago 22, Ill.

join the **POPCORN PROFIT PARADE!**



POP CORN SEZ:

GET HEP HEP HEP TO **PROFITS**

'POP'CORN'S AUTOMATIC VENDING MACHINES

Hep, two, three, four — march right into profits with a battery of "POP" Corn's Automatic Vending Machines. These modern attractive Vendors are mechanical salesmen who will corn-er EXTRA PROFITS. Supplying fresh and crispy well-seasoned popcorn, it's a sure money maker. A small investment will put you in big business. Write for full details and name of your nearest distributor — get in the Popcorn Profit Parade!

T. & C. Co.
Box 5998
Dallas, Texas

the operator appears. People who insert coins and receive no merchandise sometimes get pretty nasty."

The music operator of standard equipment interested in moving into super markets is faced with two kinds of competition: store-owned radios and "loop" service music. Latter is similar to wired music, except that it is non-selective. Cost to location is reduced through commercials which are transcribed especially for this kind of operation.

Scores of super market managers, queried as to the future of automatic merchandising, said they knew nothing about coin machines, that their markets had none, and that every inch of space was taken —hence there was no room for any such devices.

Those are the men who require coin-indoctrination, and the best possible way to insure favorable reaction is by making present super market installations models of efficiency, cleanliness, and service.

Coffee Vendor Unit Refrigerates Cream

PHILADELPHIA—Rudd-Melikian, Inc., manufacturers of Kwik-Cafe coffee vendor, are now producing the machine with a completely mechanical unit for refrigerating the cream. Heretofore the machine used an ice compartment.

Arthur (Mike) Silverman, company manager, said that with the manufacture of the refrigerating units, no machines will leave the plant any longer with ice compartments. He also announced that manufacturing activities of Rudd-Melikian will move to their new plant at 1947 North Howard St., Philadelphia, shortly after completion of construction late in August.

SALTED NUTS . . . IN BULK . . . and IN PACKAGES . . .

A complete line of highest quality bulk salted nuts is now available for immediate delivery for use in all types of vending machines.

They're "the Pick of the Crop"—the popular Krispy Kernels—noted for their exceptional quality.

Krispy Kernel package nuts are heat sealed, air and moisture-proof—nuts stay always fresh and crisp—no spoilage and no deterioration. Ideal for counter sales.

Many vending machine salesmen are now carrying the Krispy Kernel line—priced from 5c to $2.00—as an additional profit producer.

We'll be delighted to hear from anyone interested in a fast selling line of the finest nuts.

KRISPY KERNELS CO.
173 Clinton Pl. Newark 8, N. J.

American Canteen Shows 65 Per Cent Sales Gain

CHICAGO—Automatic Canteen Co. of America published in papers here recently that a financial report for its fiscal year of business, ending June 7, had been sent to stockholders, and copies of the annual report would be sent on request to "any other interested parties."

The report has attracted unusual attention because it is the first annual report issued by the world's largest operator of candy bar vending machines since the firm's stock was registered with SEC early in 1946. The registration showed 450,000 shares of common stock, par value $5. The fiscal year of the firm closes on June 7 each year.

A brief summary of the current annual report shows gross sales for the 52-week period amounting to $18,288,938. The major part of its income is from candy bar machines, but it also has nut and gum vendors, cup type drink dispensers and is testing machines for vending hot dogs, etc. The gross sales marked up a gain of 65 per cent above the previous year.

Nat Leverone, chairman of the board, told stockholders the company expects profits to gain as merchandise becomes more generally available. He also said the firm's business would gain as more machines are placed on location. Production of new machines is being increased, he said.

The report showed a net income for the year of $688,449, which includes a gain of $62,539 on sale of investments. A sum of $528,000 was marked for income and excess profits taxes. Earned surplus on June 7 was reported as $2,228,042, and dividends paid during the year amounted to $450,000. Since this is the first annual report under SEC registration, comparable figures for previous years are not available.

Executives of the firm are very enthusiastic about the business outlook and also expansion plans for the firm.

Government Places Big Stamp Vendor Order

NEW YORK—After 42 years of blowing hot and cold at automatic merchandising, the Post Office Department has contracted for the manufacture of stamp vending machines. An initial $675,000 order has been awarded to the Commercial Controls Corp. of Rochester, N. Y., which will build the coin devices. Vendors are upright cabinet-type triplex dispensers, and will sell stamps at post office prices—face value.

Commercial Controls Corp., known until 1944 as National Postal Meter Co., Inc., is a newcomer to the coin field, and has been making a line of commercial mail room accessories, such as metered mail machines, multipost stamp affixers, postal scales, etc. International Business Machines Corp. is a minority stockholder in the concern.

As far back as 1905 the post office displayed keen interest in stamp vendors, but dropped the idea when tests of various models failed to produce a slug-proof machine. In 1928-29, Washington again evidenced interest in a coin-operated stamp-seller, but, after tests in some 50 post offices around the country, the plan was killed by the depression.

Since the end of the war, in line with its efforts to streamline and modernize the mails, the post office has been trying to obtain bids from manufacturers to make coin-actuated stamp machines from rather detailed specifications prepared by department engineers.

The new vendors made by Commercial Controls will be installed in the lobbies of large city post offices, where the machines are expected to eliminate those rush-hour waiting lines which normally clog the stamp windows. Operators of stamp vendors in commercial locations here do not feel that the government installations will cut into their sales totals. Stressing the fact that postage vending is primarily a convenience service, coinmen claim that most people will still prefer to pay an extra penny for a stamp than to walk to a post office. If anything, operators expect the government adoption of stamp vendors to further familiarize the public with automatic merchandising.

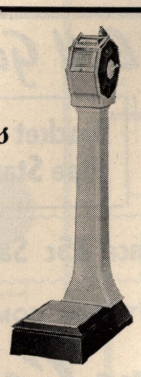
The new stamp vendor represents the second current post office venture into the coin selling field. Another postal device, the *Mailomat*, a coin-operated combination postage metering machine and mail box developed by Pitney-Bowes, Inc., Stamford, Conn., is now undergoing field tests.

Super Markets Good Vending Locations

CHICAGO—Here and there vending machines are being placed by aggressive operators in super market grocery stores, a type of location that may be considered a comparatively new field. An operator who has placed a candy bar vendor in such a store got the following testimonial letter from the owner:

"Using your candy bar vendor in our store has eliminated the loss and inconvenience we have had in handling candy bar sales in the past. We can now devote the time spent heretofore on candy sales on some other department in our large market. This sanitary method of dispensing candy bars and gum has certainly the unanimous approval of the public and the writer."

NEW
Ideal Aristocrats
$125.00 ea.
THIS SCALE WILL LAST
A LIFETIME
IN ANY LOCATION



USED
Ideal Aristocrats
$97.50 ea.
GOOD AS NEW
GUARANTEED BY MANUFACTURER

STANDARD SPECIALTY CO.
3021 38th Ave. Phone ANdover 1-9037 Oakland 2, Calif.

Vendors Ride the Rails

by ARTHUR E. YOHALEM

In line with the current trend towards glamourizing railroad travel with passenger conveniences, trainmen have been eyeing the services offered by automatic merchandising. For, just as the Iron Horse has evolved into the *Train of Tomorrow*, so the cast-iron coin machine has progressed from a crude mechanism into a sleek, streamlined salesman. And railway circles, battling the airlines and bus companies for passenger traffic, are busy checking the vendor's potentialities.

Currently on the drawing board are plans to set up selective refrigerated vendors in coach cars, where they will offer a complete menu ranging from sandwiches to fruit, available at the drop of a coin and the push of a button. Airlines have been serving free meals to their passengers, and the bus companies' routes call for periodic refreshment stops, pointing up the need for better food service on the rails. With vendors available as automatic lunch counters, coach passengers will no longer be obliged to wait until a "butcher boy" strolls down the aisles, peddling his wares at some unusual hour. With a coin actuated dispenser standing by and ready to fill their needs, travelers will be able to purchase a snack or a drink as often and whenever their appetite desires.

Another big vendor site on trains will be the washroom, where many a traveler has suddenly realized that he neglected to pack some toilet article. Occasionally a porter has been able to produce the desired article, but more often the passenger is left to kick himself mentally for forgetfulness. Noting that the major requests along this line are for "forgotten items," such as razor blades, combs, and cosmetics, several coin dispenser units are now being considered for washroom installation. Half a dozen concerns are now producing razor blade machines, vending individual blades or packages when a dime is inserted. However, the blade vendor can expect some competition from the promoters of a coin-operated electric razor, who have been trying to interest railroads in quarter-in-the-slot dry shaving, which keeps a passenger from nicking himself when the train takes one of those mile-a-minute curves!

In the dentifrice field, ten-cent tooth-cleansing kits, holding a toothbrush, tooth-powder and dental floss, are being readied to make their debut, with railroad train locations their Number One objective. While soap and towels are customarily a courtesy item, the comb vendor and the coin-operated hair tonic dispenser will be seeking a spot in the washroom.

As to the female passengers, automatic merchandising is also knocking on the door of the ladies' lounge. Cosmetic kits, containing cleansing creams, tissues, etc., and vending for a dime, seem to be the big item for the distaff travelers.

Some vending and transportation circles, who scoff at the use of coin machines in railroad cars as a Jules Verne pipedream, have overlooked the fact that one humble vendor has been operating on trains for over 35 years! This is the penny-in-the-slot paper cup dispenser, which put in its first rail appearance as far back as 1911. Legislation had outlawed the germ-carrying common drinking glass, and railroads, obliged to supply individual cups, did so via the vendor.

While American trainmen never got around to adding other coin-operated devices, European lines began to feature vendors in the early 1930's. The London & North Eastern Railway installed chocolate vending machines in some of its cars; a Hungarian line experimented with an ice cream vendor; and in Roumania a lease was granted to a concern, capitalizing on the Balkan passion for scents, to install perfume dispensers in all first and second class compartments!

About a year ago, the Great Western Railway, one of Britian's four major roads, announced big-time vending plans that called for the construction of special automat buffet cars. This would be a specially built coach, coupled into the middle of the train (like a dining car), containing a vending set-up patterned after the Horn & Hardart-type Automat. Behind hundreds of coin-controlled glass windows, which opened when a sixpence or shilling was inserted, would be individual items ranging from sandwiches and ice cream to cigarettes and headache powders. Passengers on the train could stroll down to this automat buffet car to make self-service purchases. To permit restocking, this vending project called for the automat cars to be used only on short hauls, such as the sixty mile run from London to Oxford. However, due to critical food shortages and the current government plan to nationalize the British railways, the English have yet to put this elaborate vending scheme into effect.

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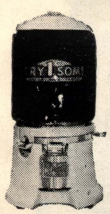

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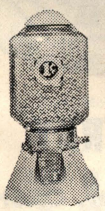

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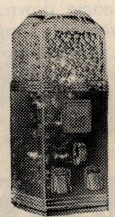

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Boston Baked Beans 25c Per Pound
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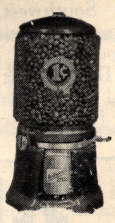
Burnt Peanuts
Any Quantity Delivered



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Current U. S. plans, not as grandiose as the British concept, are limited to the installation of standard coin devices in the passenger coaches. Kickoff in the vending drive has come from one Eastern line (Delaware, Lackawanna & Western), currently experimenting with an installation of coin-operated parcel lockers, usually found in terminals, and highly favorable passenger reaction has been reported. Spotted eight to a coach car, they are being used on the Lackawanna Limited, operating between New York and Buffalo. Currently in the mill is another project to vend pocket-sized books and magazines, while another manufacturer of a multi-product selective dispenser, handling sandwiches, fruit, soft drinks, etc., has been negotiating with several rail lines interested in spotting such a device in their coaches.

Major stumbling blocks that have kept coin machines from boarding the trains have been the questions of space and servicing. However, the post-war styling of compact, selective dispensers, featuring built-in coin changers, and stocking a variety of items, seems to be meeting the small site requirement. At the same time, a trend toward use of double-decker coaches will provide the necessary patronage potential to make train vending profitable. Servicing patterns are taking several forms, including a plan under consideration by one major news company, which handles train catering, to set up a vending machine unit within its own framework. In other cases, the machines may be owned and operated by the railroad itself, or by a national vendor operating organization functioning along the lines of the Automatic Canteen Corp. of America. Servicing and products vended will naturally vary with the length of the trip, volume of passenger traffic carried, passenger preference for particular items, etc.

Of the 738 U. S. railroads, 135 are rated as Class I lines, doing an annual gross business of $1,000,000 or over, and these offer the primary target for automatic merchandising. Vendors, which have held a place in railroad terminals since 1885, recently moved in to aid busy passenger agents by serving as automatic ticket-sellers. Next on the timetable is the final jump aboard the trains themselves, when vendors ride the rails.

New Bumper Peanut Crop May Cut Prices

WASHINGTON — The official peanut market year began July 15 but the real market begins with September when shipments start from all the growing sections. Dry weather speeded up crop maturing in the Southwest, so that some of the new crop was being reported on the Chicago spot market late in July.

The Department of Agriculture released its final figures on the 1946 crop by the end of June, showing a slight drop in the total millings below the previous year.

The production of shelled edible peanuts for the period of Sept. 1, 1946 to June 30 this year was reported to be about 16 per cent below the total amount for the same period a year earlier. On June 30 this year a total of 309,000,000 lbs. of peanuts was held in commercial positions —the smallest quantity held on this date since 1942.

The chief trend in use of peanuts, at the close of the last season, was an increased use in peanut butter. Official reports said 54 per cent of all shelled goods in June went to make peanut butter.

The candy trade increased its use of peanut butter slightly in June, taking 15 per cent of the total.

Crushing peanuts for oil came almost to a standstill during the summer. The peanut oil market was quiet, with too few sales to establish a firm market.

The Chicago peanut market during the summer reported trade as slow, or dull, but with prices remaining steady. The market was really waiting for the announcement of government parity support, which announcement was made on July 30. The parity program for the 1947 crop continues about the same as the support for the last crop. Farmers will vote December 15 on the 1948 marketing program.

Peanuts and peanut prices were the subject of much discussion in Washington during the summer. A House committee held hearings on the parity question and representatives of growers, processors and users of peanuts argued their views on government price support. A bill (H.R. 3940) had been introduced in the House to remove parity support from edible peanuts.

The candy industry strongly urged removal of support from edible peanuts, saying that if prices advance much higher on peanuts the candy industry will find it practicably impossible to use the product in candy.

The National Confectioners Assn. made strong pleas for relief on peanut prices. Its campaign for this price relief continued through the summer and even after new parity prices had been announced. NCA had appointed a Peanut Advisory Committee, headed by William J. Lavery, Curtiss Candy Co. Lavery made an unusually strong plea in behalf of candy manufacturers before the House Banking and Currency Committee.

He said the candy industry, as an end-user, consumes more than 25 per cent of edible crop of peanuts, but to continue to use such large quantities the price of peanuts must come down. He said the candy industry wants to continue to use peanuts but high prices may force the industry to stop. Lavery warned that American growers will have to face competition from other peanut growing areas of the world by another three years.

He was referring to the British program to have peanut production well under way in Africa by 1952.

The battle for lower prices may be aided by another big crop this year. The prospect for the 1947 crop indicates a total production of about the same quantity as last year. One representative of southern growers has recently said the 1947 crop will be bigger than last year because of a two per cent increase in acreage and a better crop.

Weather conditions continued favorable in all of the peanut growing sections during most of the growing season. Dry weather set in in Texas and Oklahoma but the new crop was well along before the dry season began.

The National Peanut Council, in an official bulletin, said that among the problems facing the peanut industry is the

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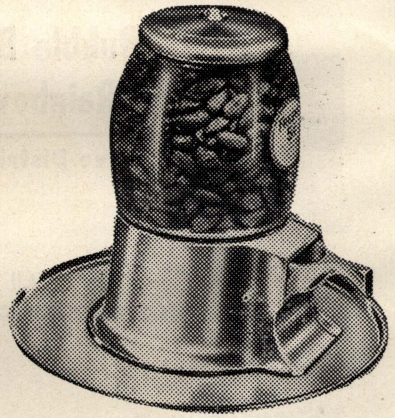

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prospect of a 1947 crop as large or larger than the 1946 crop, while stagnation "now exists in consumer sales of peanuts and peanut products due mainly to high cost in a highly competitive buyers' market." The Council called attention to the recommendations of the Peanut Industry Committee that fair prices would dispose of the new edible crop of peanuts and would generally encourage a more stable peanut market.

Hence, the summer months developed some real pressure for price reductions on edible peanuts. The movement took the form of asking for removal of government parity support so that edible peanuts would find their own market level. Peanut markets were generally dull during the summer and prices continued steady.

The October issue of AUTOMATIC VENDING will contain a digest on early market reports as the September full peanut market gets under way.

INGREDIENTS . . .

End of sugar rationing rather suddenly became the big story in the ingredients field and the subject is covered elsewhere in this issue. While other problems remained for manufacturers of soft drinks, candy bars, chewing gum, ice cream, etc., the end of sugar rationing meant a bigger supply for various industries. Some of the supply trades had asked for a continuance of sugar rationing in order to prevent big price advances. All of the suppliers increased their purchases of sugar when rationing ended.

Butter began advancing in price by the beginning of August and threatened to continue its upward march.

Other summer reports on ingredients markets were minor. Chocolate, of course, continued to be a serious problem for the candy trade.

Reports on various ingredients markets are as follows:

BUTTER—Continuing the upward trend that began in June, November futures on butter reached new highs on the Chicago spot market early in August. Milk supply diverted to butter started dropping in June, as higher prices in other lines began getting the milk. Butter stocks in cold storage are reported to be the smallest on record. Trend will continue toward higher prices.

CHOCOLATE—Chocolate producers were showing increased sales during the first half of the year, based on dollar value; higher prices accounted for much of the advance. Practically all of the African Gold Coast 1946-47 crop of cocoa had been shipped by Aug. 1. Mid-crop harvesting was also under way at the time; the entire crop had been cut by drouths. Prospects for the 1947-48 crop are much better. Trading in cocoa futures during the summer showed slight ups and downs. Brazil delayed some of its shipments, supposedly for higher prices. Dollar shortage in Brazil was said to be an underlying reason.

COCOANUT—A general report from the Philippines says exports of copra are about double the pre-war rate. Political relations with the U. S. still bear on cocoanut and sugar supplies—and prices.

CORN PRODUCTS—Crop conditions improved during July and processors became more optimistic. Then dry weather early in August started futures upward. Current report is that prices on corn starch, syrup and oil will remain high for the year. Price control on corn syrups was lifted July 15. Candy trade can turn to increased sugar supplies, but ice cream makers are concerned about high price on corn products.

EDIBLE OILS—Government report said crushing of peanuts for oil came practically to a standstill, awaiting new crop. Prices on cocoanut oil showed slight declines. Summer dullness marked most reports on the Chicago spot market.

FLAVORS—The general report on flavor oils suggested that a slow downward trend in price continued during the summer. Supplies were supposed to be favorable. Some orange oils tended to increase in price.

EGGS—Upward price trend continued during the summer. Reports say some traders predict dollar-a-dozen eggs before the year ends. Processed egg supplies were running about like the same time last year.

PEANUTS—This product is covered under the heading, Merchandise.

PECANS—Talk during the summer anticipated a fairly good pecan crop. Prices on the New York spot market remained steady.

PEPPERMINT—Prices remained considerably above pre-war levels during the summer, but all the time it was expected that a good crop would start prices downward eventually.

RAISINS—Market price remained steady during the summer. A bumper crop was reported; growers hoped that the drying season would also be favorable. A growing scarcity of supply was reported during the summer; manufacturers were said to be carrying unusually small stocks.

SPEARMINT—A break in price on this ingredient came in mid-summer and buyers paid special attention to this trend. Prices are still much above pre-war levels and users hope that a good crop this year will bring prices down to more favorable levels.

SUGAR—Sugar rationing ended officially July 28 and the prospect of another bumper crop in Cuba gave assurance of ample supplies for commercial users. Congress passed the Sugar Act of 1948 which is expected to keep sugar prices at a high level for five years. Retail prices began advancing early in August.

TOBACCO—Flue-cured markets in southern Maryland and Georgia-Carolinas opened with high quality tobacco in abundance; prices for top grades were high. Cigarette manufacturers said top quality tobacco for their use was plentiful in supply.

VANILLA—Prices on the spot market held steady during the summer. Promise of supplies from other countries was not too reassuring and hence prices held up. Much of the available supply had been engaged for months by suppliers to the consumer trade. Mexico will begin harvesting a good crop in November.

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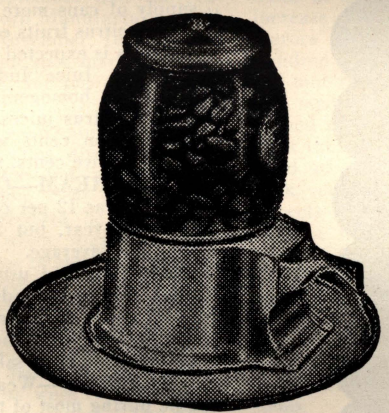

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MERCHANDISE . . .

The end of sugar rationing late in July pepped up the merchandise supply picture for some of the most important items sold in vendors. Manufacturers of soft drinks, candy bars, chewing gum and ice cream were reported to be in the front ranks of increased buying that lasted for a week or so after rationing stopped.

The buying rush did not last long and that would indicate that manufacturers of vending merchandise no longer consider sugar a problem.

Semi-annual reports of some of the leading manufacturers of merchandise were being released during the summer, and the earnings reports were taken as an indication that increased sales meant more goods. The comparison of second quarter sales with sales during the first three months of

the year in practically every case indicated a steady increase in output and sales was under way.

Most of the financial reports stated earnings only, but a few firms did report gross sales.

Soft drink makers and the ice cream trade were rushing during the summer to take advantage of the big demand during the hot months. But other suppliers of merchandise were looking ahead to increased output during the fall and winter.

In other words, the biggest merchandise supply news during the summer related to the plans of manufacturers to boost output later in the year. Crop reports on some products were also of primary interest.

Brief summaries on the outlook for various merchandise items late in the summer are as follows:

APPLES—Washington growers expect a bumper crop of 34,000,000 bushels and are increasing their merchandising efforts. Reports from other apple states also show that the heavy bloom in the spring developed into a big crop. At least two manufacturers of apple vending machines are reported to be getting their machines started.

ALMONDS—The California almond crop was reported during the summer to be about 20 per cent below the bumper crop of 1946; but even at that, it would be 70 per cent above the average crop. Estimates of the new crop improved later in the summer. The almond crop in French Morocco was reported severely damaged by insects, so that the crop might be kept for home use.

CANDY BARS—The official government report on candy production for the first half of the year was available early in August, but when sugar rationing ended, chief interest turned to plans of manufacturers for increasing output. August was a busy month among manufacturers in revising market plans as well as production. One of the largest bar manufacturers in Chicago said plans had to be revised upward for production and selling. Manufacturers say production plans still hinge on getting new equipment installed, and they hope by that time that labor will be more plentiful. Walter H. Johnson Candy Co. dropped quota shipments on three bars August 1 and this was taken as a sign of a general trend to drop quotas as fast as possible. *Candy Industry* magazine reported that the trend was toward 72 cents for 24-count on candy bars but higher sugar prices might reverse the trend. National Confectioners Assn. started its regional sales meetings in August.

CHEWING GUM—Impressive advertising campaigns launched by Leaf and Warren's during the summer made big news in chewing gum trade; the promotions meant that gum manufacturers will have more gum to sell. Semi-annual reports of manufacturers indicated that gum production had been gaining steadily during the year. No unfavorable public reaction to the use of synthetic chicle had been reported during the entire summer. One manufacturer reported that the total chewing gum market in the U. S. is now about $175,000,000.

CIGARS—The official government report on the fiscal year ending June 30 showed a 16.6 per cent increase in output for the year, but a decline in cigar use began early in 1947. Cigar Manufacturers Assn. employed an economist to find reason for decline; preliminary report says it is chiefly a drop from the war-time peak but must be considered unusual at this time. Trend is toward increased use of low-priced cigars; output of cigars retailing at four to six cents was up nearly 12 per cent.

CIGARETTES—The official government report for the fiscal year ending June 30 confirmed the fact that cigarette output gained nearly seven per cent over the previous fiscal year. If cigarette operators are interested in big figures, the total cigarette output for the 12 months was put at 327,208,954,133 cigarettes. Interest during the summer centered on the competitive advertising campaigns of the major manufacturers. The big campaign on *Lucky Strikes*, started in June, began to show increased sales in short order. The *Wall Street Journal* is now conducting a survey of brand sales in at least 12 cities and a report on this survey will be found elsewhere in this issue. New state cigarette taxes did not seem to check smoking, but did cause small shifts in places of buying.

CASHEWS—Demand was increasing during the summer and prices remained at a high level. Shipments from India were reported slow in coming and shippers there seemed to be holding for higher prices. Some supply houses in New York withdrew certain varieties from their offerings.

COOKIES—Few summer reports were available except the semi-annual reports of the large baking corporations. The baking industry began a big consumer promotional campaign. National Biscuit Co. reported sales of $64,031,237 for the first six months of 1947. Sunshine Biscuits, Inc., reported sales well ahead of 1946 and anticipates gross sales of more than 80 million dollars this year. Sunshine reported that sugar shortage still hurt during the first six months of the year. Sunshine is expanding plants and adding new equipment.

FROZEN FOODS—Stocks in warehouses began increasing seasonally in June. Three major trade groups formed a National Council to "promote the entire frozen food industry." Reports of progress in getting frozen food vendors on the market are still lacking.

FRUIT JUICES—With at least two refrigerated vendors getting onto the market that are especially recommended for vending canned juices, this merchandise item now becomes of interest to the trade. With supply of cans more plentiful, and production of citrus fruits ever increasing, canning of juices is expected to show good increases in 1947. Juice Industries, Inc., has announced a homogenizer which will aid bottling of citrus juices. A six-ounce bottle to sell for ten cents will compete with soft drinks at five cents, the backers claim.

ICE CREAM—Output for the first half of 1947 was 12 per cent below the same period last year, but 59 per cent above the five-year average. Slow arrival of hot weather delayed usual spurt in ice cream sales. The dairy industry has started a national drive to increase use of ice cream. Hot weather over the nation in August increased ice cream sales considerably.

PEANUTS—Weather continued favorable during most of the growing season and the outlook is for a 1947 crop, probably larger than last year. The new crop year began officially on July 15 and government parity support was announced July 30. The new crop really gets on its way to market in September. The candy industry, through National Confectioners Assn., made strong pleas against parity support for edible peanuts, so that cheaper peanuts could be had to make candy. The National Peanut Council reported that the edible peanut market is stagnated because of high prices. The Chicago spot market in peanuts continued slow during the summer and prices remained steady at a high level. The campaign against high prices may begin to show results in September, when the new crop begins to move in quantity.

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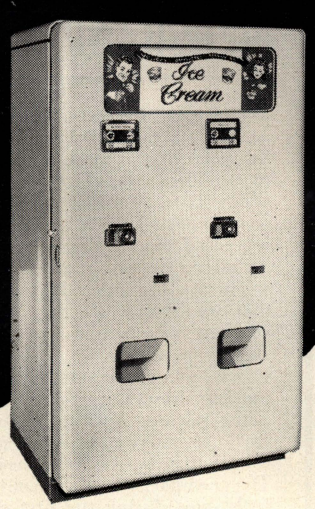

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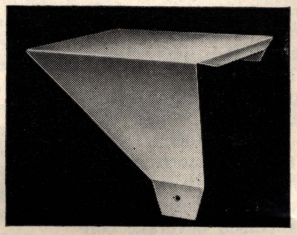

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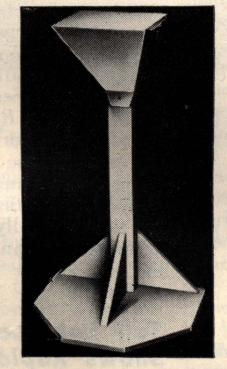

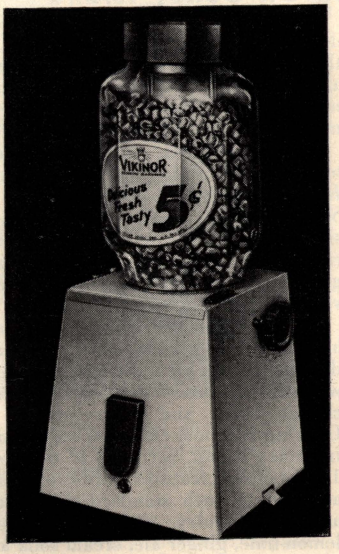

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port that 1947 crop will be considerably below that of 1946. Crop conditions improved in mid-summer and then dry weather set in to cause concern in some states. The Popcorn Processors Assn. will meet in La-Fayette, Ind., in September and the National Assn. of Popcorn Manufacturers will meet in Chicago, November 18-20. First quotations on Chicago spot market started at $8.50 per 100 lbs., for top quality popcorn.

SOFT DRINKS—Reports were not available on August sales which got a decided boost from the hot weather that spread over the nation. Soft drink manufacturers were reported to be among the chief early buyers when sugar rationing ended. The object was to get more sugar as soon as possible to meet the increasing summer demand. Pepsi-Cola officials said the increased sugar would mean much to them. Coca-Cola officials said the additional sugar would help get more syrup onto the market. Smaller manufacturers were reported making big gains during the summer and additional sugar was a big boon to them. The flavor situation improved during the summer, also the supply of bottles and crowns.

Silver-King Plant Busy

CHICAGO—The Aurora plant of the Silver-King Corp., makers of the S-K hot nut vendor and other machines, is going full blast during the summer months in turning out machines. After putting up an addition to the plant, new departments are being put into operation from time to time.

Adolph Theis says the furnace for melting aluminum has speeded up production considerably and use of this metal has also relieved what otherwise might have been a serious shortage of metal. Engineers have improved the heating unit in the hot nut vendor and sales are mounting. Production on the hot vendor and a standard type of bulk vendor have been speeded up to meet increasing demand.

Theis says the demand for bulk vendors holds at a high level and he expects it to increase during the fall and winter. The Aurora plant has a capacity of several hundred machines per day when all parts and materials are in full supply. The Aurora bus strike was recently settled and that proved an aid to employees.

At the Chicago headquarters, H. F. Burt, head of the firm, says the demand for bulk vendors is very encouraging and he expects it to continue. Burt has always been a booster of bulk vendors, saying that before the war about 70 per cent of the operators who came into the trade got their schooling with the small penny vendors.

The firm also makes machines on order for other firms, makes a Grip-Vue amusement device and some aluminum novelty items.

Bert Farmer Opens Three Big Warehouses

SEATTLE—Albert H. (Bert) Farmer, veteran vending machine operator and distributor, has opened warehouses in Seattle, Spokane and Portland to serve the vending industry in the Pacific Northwest.

Bert maintains his headquarters at 1435 23rd Ave. S. in Seattle where he has purchased a two-story brick and concrete building. The Spokane building, at South 159 Browne St., is under the guidance of Brother Harold, and the Portland branch, headed by another brother, Vestus, is at 3739 N. E. Union Ave.

All three warehouses stock a complete line of all types of vending machines and merchandise.

Mfrs. Promise Continued Fight On Match Excise

CHICAGO—Two major manufacturers of matches have advised their customers that the fight for removal of the excise tax on matches is over for this year, but will be renewed when Congress meets next year.

S. M. Rosenberg, vice-president and director of sales of Universal Match Corp., still brands the tax as exorbitant and unfair and in a letter to the trade said he would help renew the battle next year.

V. R. Kendall, general sales manager of Diamond Match Co., in a letter to customers, suggested that hope for removal of the tax had been passed over to next year and chances then might be even slimmer. He said match stocks are at the lowest point in years and retail stocks even lower than during the war, all because of uncertainty over the tax question.

Alkuno in Production Of Two New Machines

NEW YORK—Alkuno Products are now in full production of a hot nut machine and a bulk candy vendor which are meeting with exceptionally good response from the Industry. A dual purpose stand has been developed which supports both machines.

The firm is also working on a candy machine which will vend at multiple prices: regular nickel, six, or seven cents. In addition, two other devices are on the work boards: a cigar vendor for either five or ten cent vendage, which can also be adaptable for Tampax, and a hand lotion machine.

Alkuno manufactured vending machines before the war; during hostilities they did a considerable amount of sub-contracting, and as a result, have a well-equipped plant for post-war vending manufacturing.

Drink Vendors Move In On Coney Island

NEW YORK—Automatic drink dispensers dominate the Coney Island vending scene this season. Aside from a few scattered nut and cigarette machines, bulk of the automatic merchandising at this seaside amusement spot is done by beverage vendors.

Major soft drink vending operations center in three units, the *Sodamat* and the *Refresh-O-Mat* on boardwalk sites, and the *Serve Yourself Sodas*, operating on a busy side street. All function as the automatic counterparts of soda fountains, utilizing single flavor, cup type, bulk dispensers, and vending nickel drinks.

Oldest of the trio is the *Sodamat*, which has its vending units, coin slots, and cup disposal chutes all built into the marbleized wall of a store. A cashier operates the change booth and supervises the layout. Offering the most elaborate soft drink menu in Coney Island, each one of the *Sodamat's* 13 dispensers features a different flavor. In addition to such standard thirst-quenchers as grape, cherry, cherry cola, root beer, lemon-lime, ginger ale, cream soda and fruit punch, the *Sodamat* vends such exotic beverages as loganberry, cocoa cream, champagne, and South Sea punch.

Less than two blocks from the *Sodamat* is the *Refresh-O-Mat*, which consists of a battery of a dozen Canteen one-flavor dispensers, placed against the wall of a store. Serviced by the Automatic Canteen Corp., ten different beverages are available, with the more popular cola and root beer each offered by two machines. While a manually-operated ice cream and waffle stand shares shop space with the *Refresh-O-Mat* and provides a source of nickels, a Vendo coin-changer rounds out the automatic atmosphere.

The third installation, *Serve Yourself Sodas*, consists of 10 vendors facing the street front of a busy thoroughfare. Using *Frigidrink* machines (made by Frigidrink Corp., New York), each with a different flavor, they are maintained by Victory Dispensers, Brooklyn operating concern specializing in beverage vending. An attendant makes change and keeps an eye on the dispensers.

Rounding out the "pop" picture are two batteries, each of four machines, spotted at Joe's Penny Arcade on the boardwalk and at the Sea Breeze Amusement Arcade on Surf Ave. Machines here are *Coledrinx* (built by Automatic Coledrinx, Chicago), and each dispenses a different drink. Of ten other arcades checked, only one had a drink vendor. In some cases operators deemed such automatic installations unprofitable where the arcade was situated next door to a manually-operated soft drink outlet. In other instances, drink dispensers were unavailable. Currently, with many a manual stand upping its price on thirst-quenchers to a dime, the nickel-in-the-slot drink vendors are doing good business.

Within the next season or so, many operators look for a major expansion in drink vending in amusement park locations of the Coney Island type. For one thing, they forecast an eventual easing of the tight vending equipment situation and an operators' hunt for locations. Secondly, they point out that aside from the *Refresh-O-Mat*, which vends Hires Root Beer at only two of its dozen dispensers, none of the coin machines are using name-brand syrups. With an easing of the sugar situation, these operators look for the nationally franchised beverage concerns to wage an all-out campaign to wrest the cup vendor market from local drink-makers.

Salt Lake Laundry Route Shows Rapid Growth

SALT LAKE CITY—A route of coin washers here that started with half a dozen machines has now grown to about 50. Earl B. Fillmore, manager of the "Launderette" service, Flint Distributing Co., says more machines are also being placed regularly.

The firm has been concentrating on apartment house locations, and now is moving into veterans' housing projects and also into tourist locations. The firm also operates two Launderette stores in the city and will soon convert machines in these stores to 25-cent operation.

In the apartment houses the rate is 10 cents, and this rate probably will be kept when the increase is made in the stores.

Fillmore says location owners and the public alike have shown approval of the service.

Meet lovely Elaine Howard who sings the famous BIT-O-HONEY song on Schutter Candy Company's ABC network program, David Harding, Counterspy, every Sunday afternoon at 5:30 p.m. EDST. Counterspy is one of the highest ranking programs on the ABC net. Both BIT-O-HONEY and OLD NICK candy bars are advertised on this exciting, fascinating Schutter program, which is heard over the entire ABC network of 196 stations. Listen to David Harding, Counterspy, next Sunday afternoon and you will understand why every week sees new thousands asking for these great favorites: OLD NICK and BIT-O-HONEY candy bars.

Osborn Appointed Distrib for Frantz Scale

SAN FRANCISCO—Osborn Distributing Co. has augmented its vending line with the addition of the Frantz scale, which comes in two models: the *Arist-O-Scale* and the *Mir-O-Scale*.

"From an operator's standpoint, this is *the* scale," DeLoss Osborn, head of the firm, said. "It has the simplest mechanism of any scale built today. Springs are made of the finest steel piano wire obtainable, and the pivots are of high-grade steel with knife edges hardened by a special process."

Osborn, who also distributes the Packard phonograph line and the PX cigarette machine, reports that Packard's new *Manhattan* received the greatest reception of any model he has ever handled. "One of the greatest features of the *Manhattan*," he added, "is the rotary selector. Instead of 24 sets of electrical contact switches, there is only one. That's one reason why the *Manhattan* is absolutely trouble-free."

Osborn also stated that he is filling orders in rotation and is shipping the new model to the trade as fast as the units are received.

Theater Offers Argument For Vendor Installation

NEW YORK — Operators looking for a "talking point" in obtaining theater locations for beverage vendors can cite the Roxy Theater, Broadway first-run movie palace, which recently installed a 32-foot soft drink counter.

While set-up is staffed by girls who serve bottled Coca-Cola, potentialities of the move are interesting to coinmen. Layout cost the Roxy $25,000, and is expected to bring back an annual return of $100,000. Unit has been serving movie-goers 8,000 "Cokes" a day.

Roxy is the first "class" house on the main stem to go in for soft drink selling, following tests by National Theatres Amusement Co., Inc., in other Fox houses in Detroit and San Francisco. National anticipates that the 600 theaters in its chain will eventually sell better than a million Coca-Colas a week.

Project is expected to spotlight the profit angle in soft drink sales to the entire movie house field, and pave the way for increased automatic beverage vending in smaller theaters, where manual selling is impractical.

Sen-Sen Vendor Coming

CLEVELAND — A vendor for Sen-Sen breath pellets in one-cent portions has been developed by Munro-Matlack Co. and has been submitted to the American Chicle Co., manufacturers of Sen-Sen, for their approval, according to Edward S. Munro.

Said to be the first of its type, the finished model is the result of close work between designers and engineers of American Chicle and Munro-Matlack. Vendor has visible indicator to show when empty, new patented coin mechanism, patented slug rejector, and coin release. Unit is housed in steel cabinet finished in brilliant colors associated with Sen-Sen. Vendor is designed to stand on counters or hang on walls.

Sen-Sen, according to Munro, has never before been sold in bulk. Exclusive arrangements have been made with American Chicle to distribute the confectionery in one-pound packages to bonafide operators and distributors of the MMCO Sen-Sen machine. Vendors will be sold exclusively by the company through authorized distributors and jobbers, and, in territories where there are no jobbers, direct to operators.

The vendor is expected to be available by October 1.

Munro-Matlack also manufactures and distributes *Room Radio*, *MMCO* postage stamp vendors, *Venus* 5-cent hot-nut vendors, and *Neptune* 5-cent nut vendor.

NCWA to Intervene in Automatic Canteen Case

WASHINGTON—M. J. Herrick, president of the National Candy Wholesalers Assn., Inc., announced that application for leave to intervene in the case of Automatic Canteen Co. of America, Docket 4933, before the Federal Trade Commission, had been made by the NCWA following a recent meeting of the executive committee here.

The petition alleges that Automatic Canteen is in substantial competition in many areas with the members of NCWA and the association is therefore vitally interested in the outcome of the case. The organization wants to be in a position to protect the general interests of its members in all hearings and motions in the case.

Herrick stated that the application to intervene was made in carrying out a resolution adopted by NCWA at its recent convention in Chicago. Resolutions were passed to urge FTC to bring about an early decision in the case, which has been pending since 1943. Charges were made on the convention floor that this long delay seemed unusual.

The case against Canteen involves charges that the firm has received discriminatory prices from some 90-odd manufacturers of candy and gum, in violation of the Robinson-Patman Act. Under the allegations, the prices paid by Canteen were said to be from ten to 25 per cent lower than prices candy wholesalers were paying.

Members of the NCWA executive committee that met here were M. J. Herrick, Sweetheart Candy Co., Bismarck, N. D.; H. W. Loock, Allen, Son & Co., Baltimore; C. M. McMillan, executive sec'y. of NCWA; and Wm. A. Quinlan, attorney for NCWA. The one absent member of the committee kept in touch by phone and assisted in making the decision.

One of the basic points involved in the Canteen case is the legality of quantity discounts. This big question runs through many lines of business and has been in the courts for some time in cases involving A & P chain stores and the Morton Salt Co.

Recent reports suggest that the Morton Salt case may be decided by the U. S. Supreme Court and the decision would set precedent for all such cases about quantity discounts.

The lower courts decided against the A & P chain in a much publicized case. But other points of fair trade than quantity discounts were involved in the A & P case. The Morton Salt case seems to be one of the simple question of giving price reductions for large quantity orders.

The U. S. Circuit Court of Appeals in Chicago decided against the FTC in its charges against Morton Salt, and the case is now said to be on its way to the Supreme Court.

Chocolate, Labor Problem Replace Sugar Worry

WASHINGTON — Two major developments happened in the sugar supply situation in mid-summer. Sugar rationing for commercial users ended by default on July 28, when Congress failed to appropriate money to continue the sugar rationing agency. Congress, before adjournment, also passed the Sugar Act of 1948 which will go into effect at the beginning of next year.

These two developments, plus the opening of the sugar futures trading on July 1, made sugar an important news topic during the summer. Some newspapers published feature articles on the sugar price outlook from the consumer viewpoint.

The Department of Agriculture acted quickly, when Congress did not appropriate the money, and officially announced the end of rationing on July 28. The Department planned to continue price and inventory controls, but some were wondering how these controls could be continued when funds are lacking.

Reactions on the sugar market, following the end of rationing, were quieter than might be expected. Sugar futures trading jumped 10 to 12 points following the announcement and then started to decline the following day. Commercial users welcomed the end of rationing but increased their fears of price jumps. Demand for sugar climbed on the market but not to any great degree.

Soft drink makers were said to be among the first buyers to get increased supplies, evidently wanting to take advantage of the remaining summer season. A Pepsi-Cola official hailed the news and said the firm could now boost output to meet demand. Coca-Cola officials said the increased sugar supply would be used to get syrup to the fountain trade as fast as possible. Soft drink makers in the St. Louis area were most concerned about the certainty of higher sugar prices. Cookie makers said they could well use more sugar.

The candy trade seemed to take the prospect of more sugar as a matter of course. Reports indicated that candy bar manufacturers would have to revise their market and promotional programs to step up sales before increasing production. Reports also indicated that labor shortage and chocolate prices were already more serious for the trade than sugar supplies.

The National Confectioners Assn. issued a brief release to its members, saying the confectionery industry had recommended over a year ago that sugar controls be continued, in order to prevent undue price advances and unequal distribution. The release mentioned labor and chocolate as

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much more serious problems than sugar. It praised the continuance of price and inventory controls.

Most manufacturers of bars were understood to be making plans for increased production after summer is over, even before rationing ended. But manufacturers also feel that sales plans must now be made when production increases are planned.

Price controls on sugar end automatically on October 31, under the present law. Inventory controls under the present law extend to next March 31. The inventory regulations are intended to prevent commercial users from stocking up large inventories, because of fear of future price increases.

At the present time there is no limit on how much sugar a firm uses, provided stocks held on hand do not amount to more than about 60 days normal supply—based on sugar used last year.

While rationing of sugar was ending, it was also announced that present outlook is for another bumper sugar crop in Cuba. Weather had been favorable during the present summer and the prospect for another big supply from Cuba would help to prevent excessive price advances.

But the certainty of continuing high prices on sugar for five years yet seemed to be guaranteed by the Sugar Act of 1948 recently passed by Congress. This law is giving makers of candy bars, especially, something to think about as they work toward keeping the retail price of bars at the 5-cent level. It is also worrying makers of soft drinks and other nickel and dime consumer items.

Some newspapers branded the new law as a sop to the "sugar trust," saying it was a return to the days of giving special favors to domestic sugar cane and beet growers. The new law will peg sugar prices at the present high levels and may bring about an increase of one or two cents to the consumer. Some observers say sugar prices cannot go any lower under the 1948 law, no matter how plentiful supplies may be.

A sidelight on the new sugar law was seen in the fact that the three men who are given credit for drafting it were soon hired at big salaries by large sugar interests.

At the present time, trading on the New York sugar futures market does not suggest a prospect of big increases in sugar prices next year. But the new sugar law passed by Congress seems to guarantee that the present high price level will continue for another five years; the law is designed not to let sugar prices go any lower than at the present time. Some sugar experts say that the price fixing part of the law won't work and that may be a ray of hope for commercial users.

NCWA Drafting Fair Trade Rules On Candy

WASHINGTON—A series of conferences between the Federal Trade Commission and members of the Trade Practice Rules Committee of the National Candy Wholesalers Assn. resulted in a preliminary draft of fair trade rules for candy wholesalers. Copies of the draft were sent to members recently and time and place for a conference on the rules will be announced later.

All candy wholesalers, whether members of NCWA or not, have been invited to offer suggestions and criticisms on the proposed rules. Several important candy vending firms are members of the association.

The meeting for final adoption of rules will be official and will also be announced later. The present rules, proposed for adoption, will come under Group I and when adopted will establish unfair trade practice rules under laws administered by FTC.

The committee announced that a second set of rules was under consideration, which would help to promote fair trade among candy wholesalers, but which would only be voluntary codes, rather than coming under FTC regulations.

The preliminary draft touches on well-known fair trade rules, such as misrepresentation, deception, misuse of word "free," lotteries, misleading price quotations, loss leaders, consignment selling, breach of contract, disparaging competitors, selling below cost, unfair discounts, and so on.

Candy operators who buy supplies through wholesalers will be interested in the protection which the final adoptions of the rules would give to customers.

N. Y. Operators Expect Plenty Candy Bars

NEW YORK—With the jobbers' price of most 24-count nickel candy leveling off at 72 cents per box (though a few more popular items are still bringing up to 80 cents), vending circles here look for an ample supply of five-cent bar goods.

Signs of plenty on the horizon are the A & P Stores' featuring of Mars bars, O'Henrys, and name gums at two for 9 cents; the ending of candy makers' quota allocations to jobbers; and the general easing of the sugar situation. While cocoa prices are still up and the fall corn syrup outlook is not too rosy, a return to normalcy seems under way, and virtually every name-brand sweets manufacturer has major sales and advertising campaigns under way.

Practice of Hershey and Nestle to pack special-sized bars in 200-count boxes for coin machine use is acclaimed by local operators, who predict a similar trend by other bar-makers seeking vendor trade.

Two New Distributors for Douglass Shoe Shiner

OAKLAND—M. L. Parent of Parent Distributing Co., national distributor of the *Douglass Automatic Shoe Shiner*, announces the appointment of two new distributors: Southwest Tablet Mfg. Co. (Amusement Division) of Dallas, and E. G. Vincent of Vincennes, Ind. Former will cover Texas, Oklahoma and Arkansas; latter will take care of the state of Indiana.

E. H. Perry, Jr., president of Southwest Tablet Mfg. Co., has just returned from California where he saw the machine in operation, while Vincent journeyed to Wisconsin to see one on display. Both men declared it was the outstanding machine on the market today.

Coin Laundries Approved

CHICAGO—Leaders in the coin-operated washer field here feel that the wave of agitation against the machines, on the basis that bacteria have been found in the water in some machines, has subsided and will be forgotten.

In Chicago the Board of Health began making tests and local members of the trade cooperated fully. A preliminary report appeared in one local newspaper, saying that bacteria had been found in some of the coin laundries.

Operators said some attendants had probably failed to use a hot water rinse on tubs in which colored or woolen clothing had been washed. They said machines would meet all sanitary requirements if instructions are followed.

Another Chicago newspaper later published a sketch reciting the many things that come to the desk of the president of the Board of Health in one day. Among the problems on his desk was that of the coin laundries in the city. This seems to have been the last of the unfavorable publicity.

The City Health Dept. of Atlanta more recently issued a report that coin laundries present no health hazard, and so the tide seems to have definitely turned in favor of the new convenience being offered to busy housewives in many parts of the country.

Can't Stop a Winner

MILWAUKEE—The man swayed out of the tavern, bumped into a candy machine—held fast. He placed a nickel in the coin chute and pulled the lever. Out came a candy bar. He repeated the performance until he had a dozen bars.

A passerby, watching the proceedings, asked him if he didn't have enough. The unsteady one snapped: "Nothing doing; want to have me stop when I'm winning?"

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CIGARETTE VENDING

Study Favors Tossing Cig Taxes to Cities and States

WASHINGTON—When Congress meets again, it is almost sure to consider the rising tide of state taxes on cigarettes. The federal tax is seven cents per pack while state taxes vary from one to six cents.

That Congress may try to remedy this overlapping taxation seems assured by a tax study report made by the Treasury Department during the summer. Among a number of reports on tax questions by the Treasury was one on overlapping taxes and cigarettes was included in the list.

On the cigarette tax issue, the Treasury report suggested that the states withdraw from this field and leave it to the federal government. Another suggestion is that the states drop their cigarette fees; then the federal government increase its tax and distribute a part of the revenue to the states.

The federal government collects its tax at the factories and hence has a much lower collection cost.

Cigarette taxes, now assessed by 38 states, ranks ninth as a revenue producer for the states. In 1946, tobacco taxes amounted to 2.9 per cent of the federal revenue.

Many previous reports have been issued by federal agencies on the overlapping of cigarette taxes. Since the federal tax system is scheduled for a postwar overhauling early next year, cigarette taxes may be a part of the action.

N. Y. Tobacco Men Seek Unfair Sales Act On Cigs

NEW YORK—The New York State Assn. of Tobacco Distributors will seek passage of a state-wide unfair cigarette sales act when the Legislature meets next January.

The distributors will particularly seek passage of a law that curbs loss leaders in sales of cigarettes. A membership meeting of the association has been set for November 8, in Syracuse, to discuss the proposal.

The group was encouraged in its objective by legislation in Wisconsin this year which tightens the fair trade practice regulations and increases fines for below-cost selling. The Wisconsin law also prevents tie-in sales.

Rowe Ups Production and Deliveries of "Crusader"

WHIPPANY, N. J.—Both production and deliveries of Rowe *Crusaders* have been stepped up. Daily machine output is higher now than during the first six months of the year, John S. Mill, vice-president and sales manager of Rowe Mfg. Co., reports.

Mill, who recently returned from a trip to the West Coast, says there is increasing business in the Southwestern states. The New England resort area is likewise enjoying a boost in volume.

The Avalanche of Cigarette Taxes

A REPORT BY WALTER HURD

Fourteen states passed cigarette tax laws during the first half of 1947, and this in its total volume would create a sort of avalanche of cigarette taxes. Six new states were added to the list that now tax cigarettes, bringing the total to 38. Eight of the state legislatures acting on cigarettes, increased the state tax already in effect.

The trend is, therefore, not only to tax cigarettes but once a tax law is on the books, **the trend is to increase the fees.** Highest state tax rate now on the books, in Arkansas, assesses six cents on the standard pack. One state has only a one-cent tax on standard pack; twelve states collect two cents; sixteen states collect a three-cent tax; five states collect a four-cent tax; and two states collect a five-cent tax on cigarettes.

This would suggest that the most popular state cigarette rate is three cents per pack.

Cigarette taxes are of much more concern to the operator of vendors than to retailers because the operator has mechanical problems when there is a price change on cigarettes.

Since so many of the states now tax cigarettes, it may be assumed that the rest of the 48 will add such taxes when legislatures convene. The trend is so overwhelmingly in that direction that such an important source of revenue can hardly be overlooked by the eleven other states much longer.

The Council of State Governments, an organization of various groups of state officials, says cigarette taxes are the most popular new enactments and it is also reported that the recent Conference of Governors in Salt Lake City went on record as favoring cigarette taxes for revenue. The movement now seems so strong that sellers of cigarettes could hardly hope to stay the tide.

Collection of cigarette taxes is easier and less costly than collection of other forms of revenue and that is one big reason for the spread of such taxes. Due to the immense consumption of cigarettes, taxes on the product have also turned in a lot of revenue for the states that now have the tax.

The National Tobacco Tax Assn., with headquarters in Chicago, is an organization of federal, state and city officials that have to do with the collection of cigarette and tobacco taxes. This organization makes reports on cigarette taxes at intervals which furnish interesting data on the various phases of the tax.

In its report on cigarette tax collections for 1946 the NTTA undertook to estimate the per capita consumption of cigarettes in the various states, on the basis of taxes paid. This gives an interesting new clue to markets and, if calculated from year to year, will furnish operators of cigarette machines some sure signs of how the general use of cigarettes is going up or down in their particular state.

According to the state tabulation on cigarette use, there are some interesting surprises on which states evidently have the heaviest smokers. New Hampshire led the list in 1946, with a per capita use of 3314 cigarettes. Arkansas was the lowest state, with a per capita rate of 1124 cigarettes for the year.

The association calls special attention to the many variables that enter into the use of cigarettes in different sections of the country. Tourist trade is an important item in some sections; shifts in population from small towns to the cities also change cigarette markets; and family income is also listed as a factor which shows up in sales.

A current list of the states having cigarette taxes is given below. The tax per standard pack is given in the second column, and the third column gives the estimated number of cigarettes smoked per person in each state, based on tax collections.

State	Tax Rate	Per Capita
Alabama	3c	1613
Arizona	2	2250
Arkansas	6	1124
Connecticut	3	2273
Florida	4	2535
Georgia	3	1593
Idaho	3	1870
Illinois	3	2080
Indiana	3	(new)
Iowa	2	1660
Kansas	3	1600
Kentucky	2	1580
Louisiana	5	1784
Maine	4	2550
Massachusetts	4	2235
Michigan	3	(new)
Minnesota	3	(new)
Mississippi	4	1390
Montana	2	(new)
Nebraska	3	(new)
New Hampshire	2½	3314
New Mexico	3	2100
New York	2	2380
North Dakota	3	1520
Nevada	2	(new)
Ohio	2	2080
Oklahoma	5	1616
Pennsylvania	4	1890
Rhode Island	3	2420

South Carolina	3	1787
South Dakota	3	1640
Tennessee	3	1660
Texas	3	1953
Utah	2	1290
Vermont	2	2680
Washington	2	2250
West Virginia	1	(new)
Wisconsin	2	1830
United States	7	2332

Many interesting speculations could be made as to the whys and wherefores of these variations in per capita use of cigarettes in the different states. Tobacco tax authorities say that in states having a high rate, there is a tendency to patronize mail order firms that have sprung up recently to sell cigarettes. It will be noticed also that only six states in the above list have a per capita cigarette consumption higher than the national rate. There are other factors that enter to the national rate that are not considered in estimating rates in the various states.

With a federal tax rate of seven cents per pack on cigarettes, it will be seen that the product bears a pretty heavy tax load. For years now there has been an increasing complaint against this overlapping taxation and in time something may be done about it.

In recent years some of the federal committees that have been appointed to study various tax questions have recommended that cigarettes be dropped from the federal tax list and left to the states as an exclusive source of revenue. The outlook at present, of course, shows no signs that Congress will drop the federal tax on cigarettes. But the idea has been planted in some important tax studies and the states may eventually demand the cigarette tax as an exclusive field.

But while the state cigarette avalanche has been under way, some cities have also placed local fees on cigarettes. Kansas City is usually given credit for starting the idea when it adopted a local tax in 1938. By the end of 1946 as many as 35 cities had adopted a local cigarette tax of one or two cents per pack. New York City is an outstanding example, having made its two-cent local rate a permanent law. In 1946 Kansas City and St. Louis each collected more than a million dollars in local cigarette revenue, which gives some idea of what cities may get by taxing cigarettes.

That cigarettes can pay considerable revenue into state treasuries is shown by the following list of states and the cigarette revenue totals in round numbers received for the year 1946:

Florida, $11,100,000; Illinois, $17,200,000; Louisiana, $11,200,000; Massachusetts, $20,100,000; New York, $32,600,000; Ohio, $15,500,000; Oklahoma, $8,800,000; Pennsylvania, $19,300,000; and Texas, $19,900,000.

These are the top nine states in amount of revenue received last year. The grand total in 1946 received by all the states that collected a tax on cigarettes amounted to $236,000,000, a gain of about 45 per cent over the preceding year. Most of the states issue monthly reports on revenue receipts and they show consistent increases from month to month. These monthly reports are a good index to sales and also show variations in different territories. Since there is a possibility that cigarette consumption may finally reach a peak and begin to show declines here and there, the state revenue reports will be watched with keener interest during the next few years.

The fact that cigarette taxes prove such good revenue producers makes it difficult for the makers and sellers of the product to oppose the tax trend. Tobacco jobbers and distributors are well organized in most states, and are represented nationally in such organizations as the National Assn. of Tobacco Distributors, and manufacturers of cigarettes also try to help delay the tide. The best that operators of cigarette machines can do is to cooperate with the tobacco trade in its fight against taxes.

Because of the growing importance of cigarette vendors, the more recent trend in state legislation is to include cigarette machines and their operators or owners in the statute setting up cigarette tax regulations. Frequently, the question arises about classification of the operator of cigarette machines, whether he will be classed as a jobber or retailer. The more recent laws in Connecticut and Michigan show what problems this question may bring for operators. For example the new Conn. statute classes an operator who owns more than 25 machines as a distributor and the state license for a distributor is $150; Michigan also imposes a flat fee.

One of the most interesting cases of classification of operators arose under the Wisconsin law; here they were classed as sub-jobbers. Most of the state laws give distributors and jobbers the authority to affix revenue stamps and operators gain by being classified as jobbers in such cases. Many operators say they can make a profit on the operation when the allowance for affixing stamps is five per cent or more.

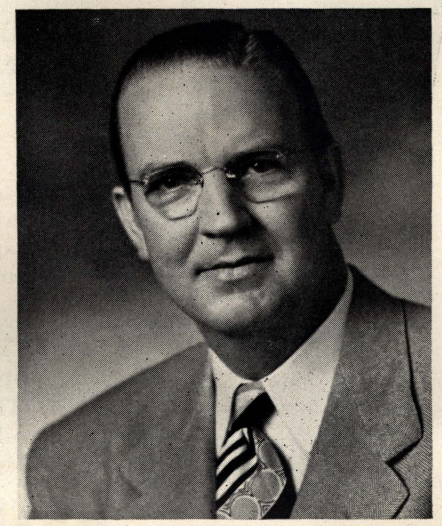
The big problem for operators, when a new cigarette tax goes into effect or the present tax is increased, is the price changes made necessary. Not only may a mechanical problem be involved but operators must also adjust prices in relation to prices in chain and independent stores.

A more detailed discussion of operators' problems and differences of opinion on the price question may be found in the July issue of THE REVIEW, beginning on page 69. When Illinois increased its cigarette tax to three cents, some operators began to sell at 22 cents, while there were others who absorbed the extra tax with the location and argued strongly for selling at 20 cents.

When the Michigan tax went into effect, operators also faced the price problem. The selling price before the tax was 18 cents. With the 3-cent tax in effect the retail price would go to 21 cents, which is an awkward price for vendors. Many operators in Michigan and other states where a similar situation arises, prefer to sell at 20 cents and absorb the tax. In some cases the penny tax can be absorbed equally by operator and location.

There is not much hope that operators will be able to impress state legislatures by the mechanical problems which taxes on cigarettes bring to them. But operators should be prepared to fight high rates on individual machines and to get proper classification under all statutes. In some cases, operators may prefer to be classed as retailers but the general trend seems to be to class operators as jobbers or distributors under cigarette tax laws.

Judging from legislative trends in 1945 and 1947—most state legislatures convene every other year—the remaining eleven states will have cigarette tax proposals in the next legislative sessions and will likely pass them. The trend is to include cigarette operators and machines in such statutes, and operators in the states still to come up should be prepared.



"Electro" Production Up, Sales Continuing Strong

LOS ANGELES—Production of the *Electro* all electric cigarette vending machine, manufactured by Eastern Electric Vending Machine Corp., is increasing every day despite material shortages, according to Cliff Blake who has just returned from a trip to New York where he got a first-hand view of the production and delivery picture.

Blake, president of Blake Sales Co., Pacific Coast distributor of the *Electro*, states that his company and the manufacturer are confident that within a few months their tremendous backlog of orders will be sharply reduced. Shipments are said to be arriving daily in the West Coast territory.

"Our electric cigarette vendors have proved their worth," Blake comments. "The large volume of orders we have placed for this equipment is ample evidence that operators everywhere find the public and location owners enthusiastic about a machine which dispenses cigarettes with the unfailing operation and lack of effort that characterizes the *Electro*.

"When this machine was first announced," Blake remarks, "it was regarded with some skepticism, but trial orders soon convinced the most unbelieving that here is a machine miles ahead of the old type manually operated vendor."

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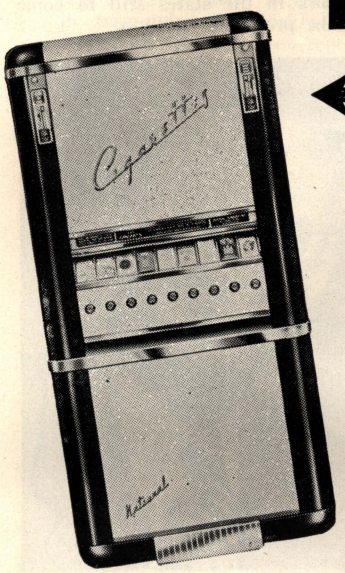
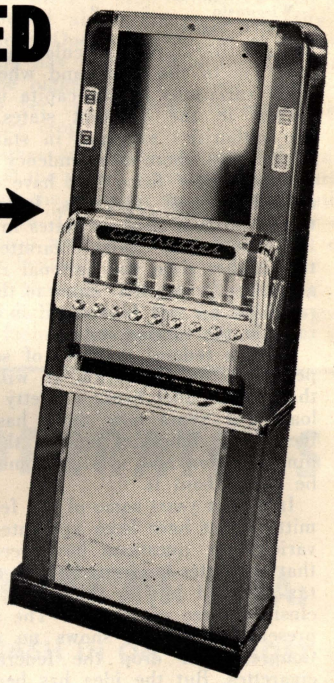


MODEL 9E—The Finest Electrically-Operated Cigarette Vending Machine.

MODEL 9M—The Finest Manually-Operated Cigarette Vending Machine.



All NATIONAL Vending Machines accept and operate on nickels, dimes and quarters in any combination . . . standard NATIONAL equipment. NATIONAL engineering and development are still the finest.

COMING SOON:

(a) The new and improved NATIONAL manually-operated Candy Vending Machine.

(b) The new and revolutionary NATIONAL electrically-operated Console Candy and Cigarette Merchandiser.

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713 S. Westmoreland
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Overlapping Taxes Due For Early Correction

WASHINGTON—In one of its tax study reports during the summer, the Treasury Department suggested methods for correcting the overlapping of federal and state taxation on gasoline, cigarettes and other products.

Since the federal tax system is scheduled for a general overhauling when Congress meets in January, it is possible that some steps may be taken to correct dual taxation.

In many cases, co-ordinated action by state and federal governments must be taken before any real progress can be made.

The wave of state taxes on cigarettes has developed into an example of overlapping that is getting much attention. The Treasury report suggests that the states drop cigarette taxes and leave this field to the federal government.

One other suggestion is that the federal government increase its taxes on cigarettes and pass part of the revenue on to the states. It would be 1949 now before a majority of the state legislatures would meet to repeal state taxes on cigarettes.

The Treasury report suggests that the federal government quit taxing gasoline and leave this field to the states. Gasoline taxes now bring about 18 per cent of all state revenues, while cigarettes taxes now rate as ninth in producing state revenue. Gasoline is taxed by all 48 states and seven local units.

The Treasury says that overlapping of income taxes has not proved to be as serious as it might seem.

The states get about ten per cent of their revenue from liquor and beer taxes, while the federal government gets about six per cent of its revenue from this source.

The Treasury report suggests letting this situation stand as is.

The report says that no special problem has developed thus far in the expanding use of admission taxes on amusements.

A total of 27 states now collect a sales tax and the Treasury report says this duplicates specific excises on a number of items. The report says this overlapping is of "secondary importance," but that it will be considered when Congress takes up the general tax problem in January.

The taxing of coin-operated machines by federal, state and city governments may well be included under the subject of overlapping taxes and the Industry may make a plea for dropping the federal tax on this basis.

The general trend of opinion has been that state and local taxes on amusement games must be fought on local grounds, and hence the federal government should leave this field to the states and cities.

Penn. Cig Operators Absorb Part of New Tax Levy

PHILADELPHIA—The first full month's report on the doubled cigarette tax showed vending machine operators here that they and other smokes sellers are making huge contributions to the state treasury.

The new four-cent-a-pack rate brought in $3,249,105 in July, a shade less than the budget estimate of $3,250,000. State revenue officials expect that as the administration of the tax gets further ironed out, the yield will exceed all expectations of those who pushed the law through the Legislature.

Vending machine operators here have not passed on the entire two-cent increase to consumers. Instead, they have raised the price only one cent, to 20 cents, and many have worked out arrangements with location owners to share the extra penny tax.

Cigar Production Up In Pop. Price Bracket

NEW YORK—Internal Revenue Bureau report on cigar taxes for the fiscal year ending June 30 showed an increase in cigar output for the 12-month period of 16.6 per cent.

The major increase was in cigars in the eight to 15 cent price bracket, a trend that has been pleasing to operators of cigar vendors.

Total number of cigars produced in the 12-month period amounted to 5,704,311,222.

Bayuk Cigar, Inc., in its semi-annual report, showed big gains in sales for the first half of this year. Bayuk makes Phillies, said to be the largest selling brand in the country. The brand is still distributed on an allotment basis but allocations are being made more liberal each month.

Early this year the total output of cigars began to show considerable decline, but the output of the more popular priced cigars is holding high levels.

The Cigar Manufacturers Assn. naturally took note of the decline in output and put research workers to finding the reason. The cigar makers listened to a report on the subject in July, prepared by Joseph Pincus, economist for the group.

The report classed cigars as a semi-luxury item, having a higher average retail price than other semi-luxury items. It also said that when prices of all consumer goods are up, the retail price of cigars does not attract attention. But when consumer prices on other goods are down, then the price of cigars attracts attention. But a reversal in cigar output happened early in 1947 which, the report says, is due to a decline from war-time smoking and also a sudden consumer reaction to high prices.

15 *Years as National's Western Representative.....*

15 *Years in the Same Dependable Location.....*

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WE HAVE FOR IMMEDIATE DELIVERY F. O. B. LOS ANGELES

500 USED CIGARETTE MACHINES

A-1 mechanical shape—paint on all cabinets fair and many like new. All are set for 20c operation. 90-day guarantee.

No. on Hand	Model	Price
225	7-col. "S"—Stewart McGuire	$47.50 each
NEW	SHIFT-OVER MAGAZINE FOR 7S MODEL	7.50 extra
120	9-col. W. DuGrenier	65.00 each
60	9-col. W. D. DuGrenier	69.50 "
35	11-col. L. S. DuGrenier	82.50 "
50	9-col. 500 Uneeda Pak	82.50 "
20	15-col. 500 Uneeda Pak	79.50 "
5	9-col. 9-30 National	89.50 "
5	9-col. 9-50 National	99.50 "

Extra charge for crating.
One-third deposit with order—Balance C. O. D.

89
FOR SEPTEMBER 1947

NOW READY FOR DELIVERY — AMERICA'S FINEST MECHANICAL CIGARETTE VENDOR

THE NEW NATIONAL 9 COLUMN MANUAL

ALL OPERATORS WHO HAVE SEEN THIS MODEL AGREE THIS IS THE PERFECT MANUAL MACHINE

NOW ON DISPLAY

713 South Westmoreland, Los Angeles, Calif. 575 Eighth Street, Oakland, Calif.

BE SMART — INVESTIGATE — COMPARE NATIONAL CIGARETTE VENDORS

"Backed Up by 15 Years of Quality and Performance"

In the West See

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Seattle

Best barometer of business conditions here is the Ben Paris bar, eatery and sporting goods center, according to hep coinsters. Downtown operators claim they can tell in advance approximately what weekly collections will amount to by watching bar attendance at the Paris establishment.

The last few weeks the customers at the bar seemed a bit thin in numbers. They weren't exactly standing in line for a quaff of the amber brew. Sure enough, collections were poor around and about the whole county.

Summer slumps are not startling in any business, of course. Local coinmen say that when the vacation season is definitely over, and seasonal workers, now scattered about the state, return to town, business will again start wheeling.

Record sales are holding firm for average summer volume, according to Ralph Yost of Decca, and distributors of other labels were of the same opinion.

New phonos are moving fairly well, according to distributors, but games are lagging. Distributors of machines looked to September first for things to start moving a bit better.

Sad note of the month was the death of Don Waltz, 36, killed when a plane he was piloting crashed in Grays Harbor. He was coming in to Moon Island Airport, Hoquiam, just before the fatal accident. Harmond Thompson, 41, of Portland, associated with Waltz in the music business, was also killed in the crash.

Don came here from Spokane 15 years ago. He was a member of the Washington Athletic Club, the American-Italian Athletic Club, Magician's Club, Aero-Marine Club, and the Italian Club of Seattle. A veteran of World War II, he is survived by his wife, Marguerite; his parents, Mr. and Mrs. Bert Waltz, Seattle, and a sister, Mrs. Peggy Ashby, San Francisco.

According to Mayor Arthur Meehan of Spokane, there will be no city restrictions on bell machines until the Supreme Court makes a ruling on their legality.

The city commission recently banned both pin games and bells, but the ban was lifted to allow operators to run out their licenses, good until next year.

Coinmen believe it will be a long, long time before the Supreme Court makes a decisive ruling on the bells, and a campaign is under way by small business operators and coinmen to keep the pin games going after the December deadline.

Wynn Haws and Lowell Pauli, head men of Bellingham's Advance Amusement Co., filed suit recently to restrain new owners of the Friendly Tavern, Blaine, from switching their pinball and music operations to a competitor. Haws claimed in his complaint that Christopher Pappas, former owner of the tavern, entered into a two-year contract with Advance for "exclusive franchise" in supplying pin games and music.

Coin Row Ad Lib: Al Crowe, boss at M. S. Wolf, has a new secretary holding down the front office. Her name: Pat McConkey, recently of the Dun & Bradstreet offices. Naturally, she is accustomed to juggling huge figures, and Al is hoping the fall business will give her a chance to play with some big digits for Wolf. Al is off on a vacation to look over the Grand Canyon, and other Colorado photogenic spots with his wife and kiddies.

Mike Brickner of Zam Music has a franchise on some new hot-dog machines being made in Pasadena. The wienie roaster will turn out a piping hot dog, wrapped in an attractive package, to the customer in one minute flat. It's done by electricity. Should be good for taverns. Mike says bigger machines coming soon will put out 12,000 dogs per hour.

Bert Farmer is back in the coin business around and about Seattle, old friends will be glad to hear. Bert is distributing postage stamp vendors, coin counting machines, and, under the "B" classification, bubble gum and Boston baked beans.

Earl Everett of Seattle Coin Machine is back in Seattle, and reports everything running in the groove down California way. Sam Grossman is relaxing now that Earl is back in town.

At Western Distributors, George Trambitas asked how business was, said like this: "Business is scintillating. We are making money hand over fist. Things are moving so fast we haven't time to draw a quick breath between sales." And then, friends, what do you think he added? He added like this: "I expect like everybody else, that business will pick up about September first."

Budge Wright, Western Portland manager, was up for a visit. Trambitas goes to Portland this month to relieve Budge for a vacation session. Bill Alsdorf will keep the Seattle home fires crackling merrily.

Out of town operators visiting Coin Row recently included: H. A. Cristensen, Jake Miller, Cashmere, and Bill Smith, Chehalis.

At Puget Sound Novelty some interesting things have been taking place. According to Dorothy Robbins, there is a new man in the shop, a cute little man whose name is "Cookie." Also, hurray, the long-legged bird presented Ted Allen and wife with a new small fry this month. It's a boy, and he weighed in at 7 lbs., 12 oz. We were beginning to think the stork had also gone on a vacation; everybody else has.

Michael Clary

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Portland

Operators report business has shown no increase or decrease. Collections are about the same as they have been the past several weeks from the games and music machines, with the games holding up better than the music. Most coinmen here were of the opinion collections would be bolstered substantially during the national Elks convention held recently. However, it didn't turn out that way; there was practically no increase.

Taverns are enjoying a good business, due to the fact employment is at a high level. This indicates that the play music and pin ball machines are getting is perhaps as near to normal as can be expected during peacetime years.

Cigarette and candy machine business is being maintained at a brisk pace. Supply of candy is plentiful and hot weather hasn't bothered this year, so operators in this line are doing good.

Penny vendor operators are also enjoying better business than previously, due mostly to the drop in price of supplies and ball gum being available again. It is reported, there is a decided increase in number of inquiries about the penny vendor business.

Lyle Sole, owner of the one and only arcade in Vancouver, says business is up a little this month from last month, but he adds there is plenty of room for improvement. The five-ball pin ball machines are the favorites with most people.

Bob Portale, of M. S. Wolf Distributing Co., was in San Francisco for a week-end recently. Bob called on operators along the coast on the way back home. He said operators down that way are doing good and Bob thinks business is definitely on the upgrade, which has a nice sound to it. He

Here's the new, remarkable "roll type" stamp vender!

The POSTMASTER

The first big improvement in postage stamp venders in 40 years!

SIZE:
11″ wide
11½″ high
8″ deep

☆ Triple-unit, roll-type vender!

☆ Vends SANITARY stamps ... 1c, 2c, 3c, etc. directly from available U. S. Government rolls!

☆ Each unit adjustable to vend 2 to 5 stamps of any denomination.

☆ Stamps are accurately cut off on perforations!

☆ Full rolls of 500 or 1000 stamps inserted in a few seconds. Eliminates expense and nuisance of tearing sheets and inserting stamps into folders.

☆ Capacity 2 to 3 times greater than folder-type venders. Takes less than one-half servicing time.

☆ Cabinet is of sturdy aluminum, finished in attractive colors and trimmed with sparkling chrome. Precision-built mechanism constructed to last a lifetime.

☆ Merchants welcome The Postmaster because of its time saving and money-making features.

COIN MACHINE REVIEW
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FOR SEPTEMBER 1947

Here's security! Order a sample of this amazing, legal, steady, dignified money-maker — NOW! You'll soon order a hundred more!

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NEED—HARD-TO-GET PARTS?
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THE WEST'S LARGEST DISTRIBUTORS OF COIN-OPERATED MACHINES AND PARTS CAN SUPPLY THEM PROMPTLY AT LOW PRICES.

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called on these operators on the way back from San Francisco: Don Sears and Dick Arndt, of Medford; Bud Hill, of Grants Pass; Cliff Breniman, of Coos Bay; Ray Richards, of Reedsport; and Ernie McGee, of Newport.

Frank Sandberg reports he is now making delivery on the new phonographs and he adds the hit tune selector is meeting with popular acclaim. Frank's secretary, Betty Ellers, is on her vacation.

Ted Miller, of Coast Amusement Co., says he has no complaints to make about business. This company recently purchased four new phonographs.

Jim Harris, of J. H. Harris Inc., Vancouver, spends most of his time at his ranch up in the John Day country nowadays.

Arnold Caplan, of the A and B Candy Co., said they are doing a big job on ball bubble gum. Incidentally, Arnold says he has a barrel full of pennies that operators have turned in on the purchase of supplies. Arnold says penny vending machine operators are working on a larger margin of profit now. The A and B Candy Co. are distributors for the Victor Vending Machine Co. and the Adams-Fairfax five-cent *Cash Tray*.

Gilbert J. Ackels

San Francisco

Jack R. Moore Co., Seeburg distributor, kept open house recently, celebrating the complete remodeling of its three-story building. Moore came down from the Northwest for the occasion. He and Manager Johnny Ruggiero, as well as the entire staff, greeted the guests and looked after their comfort. Hundreds of operators from all over Northern California, accompanied by their wives, and members of their organizations, attended the festivities.

Viking Specialty Co. is extending its coverage for *National* postage stamp machines and the entire vending machine line of California Peanut Co.—known as the "Dux" brand—over the 11 western states. Bill Collier, Viking partner, reports that two additional offices had been opened by Bert Farmer, one in Spokane with Harold Farmer in charge, while the Portland office is headed by Vestus Farmer.

It was mentioned last month that Bert Farmer is making his headquarters in Seattle. Bill Collier stated that the three Farmer brothers are all old-timers in the coin machine field, and are well known throughout the Northwest. They recently visited San Francisco to hold a two-day sales conference with Bill Collier and his partner, Don McClinton. Viking is now in the process of appointing capable men in the key cities of the other western states.

George Bennett of George R. Murdock & Associates stated that acceptance of the new 1947 Rock-Ola is surpassing their most optimistic expectations. "This past month," said Bennett, "we have been booking carload orders in many instances." The George Murdocks are staying at their beautiful home in Catalina Island where Mrs. Murdock is convalescing from a serious illness. George is doing a swell job nursing his wife back to health.

George Bennett is an ardent fisherman and plans to take a short vacation at Catalina, having heard that the marlins are putting in an appearance. Willard Wayne is on the nimrod side and will go deer hunting in the near future.

Out-of-town operators recently calling at Associates were: Bob Durham, Chico, who is back on the job after recovering from a serious ear operation; Charles Sponagle, Bill Morgan, Gus Kuhns, Frank Marty and Burlie James, San Jose; Joe Williamson, Anthony Nieto, Bob Abramson, Dick Leavell, and Pat Toronto, Sacramento; H. Roters, Roy Lambert and L. Hickman, Stockton; Pete Lauristen, Salinas; Al Crawford, Los Banos; Wayne Gettis, Santa Cruz; Tom Sawyer, Monterey; W. D. Tanner and Tex Mitchell, Fresno; Jack Cerutti, Livermore; J. T. Goulart, Brentwood; Jack Girdner, Watsonville; and Ted Towers, Marysville.

Currently displayed in the showroom of M. A. Pollard Co. are Evans' *Races*, which are ready for delivery, and Evans' *Bangtails*, cash and free-play convertible.

Nobro Novelty Co. is distributor for Genco's new five-ball, free-play pin ball game, *Honey*, and also Williams' *Torchy*, another pin ball game. Joe Noto stated that they have a good selection of hard-to-get records, also a large quantity of used arcade equipment, and other coin-operated devices.

D. H. Osborn, owner of Osborn Distributing Co., stated that he is receiving shipments of the new Packard *Manhattan* phonographs, and they are going out as fast as they are received. Almost a whole carload of *P. X.* cigarette vendors is en route. Both D. H. Osborn and his general sales manager, Myrl Park, expressed the opinion that operators' business is not as lush as it was during the war, but it is considerably better than it was during the pre-war years.

Gisela Ney

Los Angeles

At practically every distributor's showroom along Coin Row the delivery situation is showing great improvement. Not for years have operators been able to acquire so much new equipment. And it's about time! Many an operator has lost valuable locations because he could not obtain a new phonograph or cigarette machine and has watched a luckier operator walk in and take over. In new phonographs, you can take your pick, from Aireons to Wurlitzers. For new cigarette vendors, you can see Nickabob for *Px's* E. C. McNeil for Nationals (electric and manually operated), Blake Sales for Eastern *Electros*, Coinmatic for *U-Need-A's*.

Same is true of practically every type of game and vending machine. There's no longer any excuse for an operator to lose business because of outmoded equipment. The man who thinks he can keep on fooling his location owners with tales of shortages just hasn't got all his marbles!

Hum Brockamp, of the Pantages Maestro Co., is now devoting his entire time to sales and intends to do considerable traveling on behalf of the wired music and mirrored cabinet lines. Harry Snodgrass has been named general manager of the company.

Slim Rickert, electrical engineer for National Vendors, Inc., was in town recently for a few days. He and E. C. McNeil, National Vendors factory representative in the 11 Western States, spent considerable time checking over electric cigarette vending machine equipment with operators.

Another visitor to these parts was Jack Mathis, formerly a well-known music operator, now engaged in private flying in Las Vegas and Reno.

Dannie Jackson and Sam Donin, of Automatic Games, recently set up the Club Bingo, Las Vegas, which has probably the largest bingo layout in the entire country. Jackson and Donin have found business so good in Nevada that they are planning to open an office in Las Vegas.

Jack Olsen, of Shipman Manufacturing Co., is off for a vacation at Reno and Lake Tahoe.

Robert Stark, of Ideal Weighing Machine Co., has been keeping up production of the *Aristocrat* scales and reports a steady volume of sales for this popular machine.

Operators Vending Machine Supply Co. is getting back into the production of *French Pep Pellets*, which were big sellers before the war. Candy vending machine operators will find this new line well worth their attention, says Sid Bloom. Bloom, incidentally, with his partner, Sam Weitzman, is planning a three-week hunting and fishing trip in Colorado, early in October.

Bill Simmons, Western regional manager for Packard Pla-Mor, attended the showing of *The Manhattan* held recently by the Jack Gutshall Distributing Co. at El Cortez Hotel in San Diego, and states that he saw more operators than ever before at the showing of a new phonograph. "The Packard people really got the good word around," says Bill.

Visitors at Laymons the past month included Al Cicero, Santa Monica; Tom Boddy, Lomita; Carl Fisher, Inglewood; William McCullough, Visalia; Art Weiss, Arcadia; W. D. Adkins, Oceanside; W. H. Shorey, F. W. Ketchersid, San Bernardino; E. L. Meadows, Barstow; F. L. Griffin, Pomona; John Ketchersid, Long Beach; Ollie Trevillian, Santa Barbara; Glen McCarter, Beaumont; Tom Osborne, Dallas, Tex., and William Sparrow, Santa Barbara.

Another old-timer seldom seen on local coinrows was Fred McClellan, Sacramento. Fred passed the word around he would shortly be in production on a new game.

Music operators from far and near continue to flock to Bill Leuenhagen's music bar in quest of independent records. Bill's collection is unique in this territory and is saving operators many miles of travel in their record purchases. "Marie Solle, head of the record department," says Bill, "has had years of experience in the record business and is well qualified to recommend what numbers are going strong and what numbers have good possibilities." Bill points out that most of the hits in recent years have appeared first on independent labels and that operators who were fortunate enough to stock up on those numbers when they first got rolling, reaped the biggest profits. "We watch each new independent number pretty closely, and if one looks like a hit, we make sure every operator hears about it and can get it from us without delay."

Gillespie Games is in production with *Penny Lag*, a counter type, legal skill game.

Strikes 'N' Spares, Rock-Ola phonographs, and Keeney games continue to bring a lot of operators to the Badger Sales showrooms. Recent out-of-towners who dropped in include Earl Beatty, Temple City; Milton Noriega, Colton; Charles Lyon, Long Beach; Charles DeWitt, Redlands; Howard Hunt, Redlands; Herb Small, Southgate; A. L. Miller, Blythe; William Brong, El Monte.

A recent visitor to the offices of THE REVIEW was Robert M. Steel, well-known to the Industry before the war through his activity in food vending machines placed in apartment houses. Steel has some very interesting plans for a new type vending machine and expects to announce details in the near future.

Inside reason why the Board of Supervisors increased license fees of game operators from $12 to $24 in the unincorporated territory of Los Angeles County is that only 30 per cent of operators obtained licenses on their equipment. The fee was doubled at a closed session between the county manager and the Board to provide the enforcement division with additional policing revenue.

Coast Enterprises have added the American fortune scale to their line and will distribute this item in California, Oregon, and Washington.

AMCO Sales Co., large operators of *Cash-Tray* almond vendors, has branched out as a distributor by annexing the Standard Specialty line of cast-iron stands for Southern California.

Commercial Radio Corp. is being flooded with inquiries on its sensational new combination coin-operated radio, two-way intercommunication system, the only set of its kind on the market.

The reason Thorna Mathews, secretary to Jay Bullock at SCAMOA, was hispotting Los Angeles night life with such thoroughness has at last come to light. Her parents are visiting her from New Jersey the latter part of September, and Thorna wanted to know all about the entertainment highlights so she could steer her folks to the right spots. Incidentally, as of Sept. 1, Thorna has a "notary public" tagged to her title.

In San Francisco

THE *GOLDEN GATE* OPENS WIDE

AT

GOLDEN GATE NOVELTY COMPANY

Complete stock of all makes and types of coin-operated equipment, featuring Exhibit's *Ranger*, Chicago Coin's *Gold Ball*, Williams' *Torchy*, Keeney's *Click*, Genco's *Honey*, Bally's new *Eureka* (1, 2, 3 or 5 ball play) and *Ballyhoo*, United's *Mexico*, Gottlieb's *Marjorie*, and Marvel's *Lightning*.

Special attention to the export trade

Wire collect, phone MArket 1-3967 collect, or come in to

GOLDEN GATE NOVELTY CO.

701 Golden Gate Ave, San Francisco 2, Calif.

Bill Wolf arrived at the home office in Los Angeles, took one long deep lungful of Southern California sun-air, and then embarked for a two-week Coast jaunt which will carry him as far north as Seattle.

There are still some *Launderette* store locations available on the Pacific Coast, reports C. H. Fuller, vice-president of Pacific Telecoin Corp., but they are going fast, as attested by the steady stream of inquiries which have been received at both San Francisco and Los Angeles offices. Fuller states that the coast branches of Telecoin are awaiting arrival of the new dryer and extractor; the latter cuts down on drying time.

Jack Simon of Sicking Distributing is saying his goodbyes before leaving for the Midwest in early September. Jack will visit both Cincinnati and Indianapolis offices of Sicking, as well as the factories in Chicago.

Both black and brown models of the *Douglass Automatic Shoe Shiner* were on display at the Industrial Exposition held at Pan Pacific Auditorium during the latter part of August.

Vacations highlighted the month at Paul A. Laymon, Inc. Edward Wilkes, sales-manager, took his family and hied off to Yosemite. N. J. Cresswell, shop foreman, returned from a vacation spent in Yellowstone and Zion National Park.

Mr. and Mrs. Paul Laymon spent the August 3rd weekend in San Francisco attending the opening of the refurbished quarters of the Jack R. Moore office. Johnny Ruggiero played host to the coinfolks.

Cincinnati

For the past month business has been only fair for the music boxes. Operators ascribe this to the usual summer lull, although the weather has not been hot up to now.

Arcadesters make the same statement, as do the amusement games folk, with these devices doing a shade better than the tune dispensers.

Bar sales and penny items are also off, due in part, it is said, to factory lay-offs because of inventory taking. Penny machines usually follow the candy trend, operators say.

Drink automatics could have done better, but the supply of syrups has not yet caught up with the demand; one big outfit, it is reported, has just gone into full production, and drinks sales probably will soon show a healthy increase.

The brightest star on the horizon is the cigarette business, with the public interest in automatic vending showing a steady upswing. The arrival of electric vendors is welcomed by operators and meeting satisfactory reception by smokers.

Music operators are greatly concerned over a proposed city ordinance to tax each box $40 per year. Many operators concede some tax is inevitable, since the city fathers are hard put to find revenue to meet the rising cost of government. But they contend the $40 amount is confiscatory.

The law proposes a $100 a year levy on all distributors also, and all sorts of "policing" legislation, which operators decry as discriminatory against a legitimate business.

At Youngstown, it is said a similar ordinance was shaved down to five dollars by appeal to the courts, and on this the local operators base their hope to defeat the local proposal's unreasonable features.

Will Magly is glowing over the addition of a mobile radio phone to his service truck. He also reports receipt of a number of National electric cigarette vendors, and finds them highly satisfactory.

As we go to press, Charlie Kanter, secretary-treasurer of the Automatic Phonograph Owners' Assn. is in Jewish Hospital, victim of a sudden heart ailment.

APOA is happy to welcome Ed Wenninger back on its roster once more after an extended absence.

Sam Smiley has installed an air conditioning system in his new warehouse, which he claims is an innovation in the wholesale candy business, and which may give some coin machine men a happy idea. Sam distributes for Brach, and Lovell and Covel.

Frank Klensch, co-operator of the Vine Street Penny Arcade, will marry Angela Schulte September 6 at St. James Church, White Oak. The Smokies will be their honeymoon grounds. THE REVIEW wishes them the best of everything.

Dot Sales Co. is the name under which Lee Weingartner now operates on his own. Lee was formerly with Ohio Specialty.

Leroy Craft is in Portsmouth doing a bit of installing for Aireon.

Irvin Chappelow, service manager, and Bill Schroth, service man for Joe Weinberger, are off on their summer vacations to parts unknown.

Lish Steel has just added 35 new locations to his Steel Amusement circuit for a reported five figure sum. Lish is also sporting a new '46 Lincoln sedan.

Don Fosgate is moving to his new location, 223 East 8th, across the street from his present site. THE REVIEW offers Don sincere sympathy in the loss of his mother who died recently at Findlay, at the venerable age of 82 years.

Ella Lantry, Ohio Specialty's first lady, is taking a well-earned vacation at Martinsville.

The wife of the APOA vice-president, Mrs. Harry Hester is now reported recovering from a serious illness at Deaconess Hospital.

Advance reports indicate tremendous interest in the NAMA December Chicago convention, according to Cigvender Maury Levitch. If the present trend continues, all attendance records will be shattered.

Paul Pusateri's Wittstein-Middleman American Legion baseball team has gone through the season unbeaten, and Paul has his fingers permanently crossed. He's tickled over the showing of his boy, Mike Giardullo, on the Rockford Red farm team. Mike pitched four straight winners and is hitting a puny .391. Jim Kolker, also a Pusateri peerless product, is now on the Yankee's roster, and Paul is expecting great things from him.

Other out-of-towners included Leo J. Dixon, president of Triangle Distributing, Myron G. Erb, Aireon general sales manager, Fred Mann, regional Aireon manager, and Dick Gluck, of Rowe Mfg. Co.

George Strassel and his family are telling friends about their interesting motor trip to the West coast and return. George is with Diamond Vending.

FOR SALE F.O.B. VISALIA, CALIF.

16 Late Consoles.....Price $6000.00		33 Five Balls.....Price $2000.00	
1 5c, 25c Bonus Bell		1 Liberty	1 Four Roses
3 Comb. Bang Tails		1 Keep em Flying	1 Kilroy
6 Single Bonus Bells		3 Stage Door Canteen	
5 De Lux Draw Bells		2 Big Hit	1 Big League
1 Draw Bell		1 Step Up	1 Suspense
4 Victory Specials....Price $1000.00		2 Knock Out	1 Hi Hat
40 Consoles .....Price $1200.00		4 Sky Chief	1 Stars
10 Cash Pay Jumbos Late Head		2 Baffle Card	1 Defense
7 Comb. Jumbos Late Head		2 Show Girl	1 Double Play
2 Free Play Jumbos		2 Dore-Mi	1 Victory
14 Comb. 5c Super Bells		1 Flicker	1 Venice
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4 Basket Ball Champs Price $1000.00			

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Do It NOW!

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Send In Your Check to the CMI DAMON RUNYON CANCER FUND

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Vernon and Alma Young had several anxious moments recently when their new Ray Alan rolled off the scales, while being weighed, and got a nasty bump. Being of hardy stock, Ray and his parents did not allow a little thing like that to interfere with their vacation plans.

Ralph Eydel of Weisbrodt's reports he spent his vacation at Sollek's Corner, Ohio.

Junior Olympics, a juvenile delinquency foe, attracted enormous crowds, and many amateur athletic marks have fallen. Charlton Wallace has done an admirable chore of publicity for these track events, and is looking forward to Cincinnati capturing some of the trophies at the national meet in Cleveland. If this happens, he will feel amply rewarded for his hard work.

Bill Simon and his family are recounting the pleasures of a nine-day vacation spent at Sheboygan, Wis.

Art Greaves, ace mechanic for Weisbrodt, and his wife, Doris, are vacationing at La Vermillion, Minn. Laura Allen of the same organization is back from Buffalo and Niagara Falls. And Milton Cole has also returned from a brief vacation in Wisconsin.

Gene Greenwold of Stern Cigarette Vending and family have returned, greatly refreshed after a three weeks stay at Harbor Springs, Mich.

THE REVIEW congratulates two Industry couples: Mr. and Mrs. Sid Jacobs are celebrating their seventh wedding anniversary this month, and Mr. and Mrs. Leroy Craft will mark their eighth year of connubial bliss. Sid is with National Products and Leroy is with Triangle.

REVIEW birthday felicitations to Helen Winklejohn, a Septemberite, and to Fern Ellen Jacobs, Sid's daughter; many happy returns, kids!

Speaking of birthdays, this column starts its second year with this issue. Thanks to all of you who supplied the news and views.

George Keith

Pre-Convention Meeting

LOS ANGELES—The Convention Committee of the Los Angeles Tobacco and Candy Table recently met here for lunch to work out details for the three-day NATD program, October 9, 10, and 11.

INTRODUCING Amusematic's

GREATEST TUMBLER PRODUCT

SCORES UP TO 600,000

Flashing lights and dozens of new routes score playouts up to 400,000, 500,000 600,000, making this game as exciting as the tumblers pictured on the machine.

2 AUTOMATIC KICKERS

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TERRIFIC

LAST BALL SCORING POSSIBILITIES

—a special scoring lane whereby the player can make a skill shot and return all the balls previously played.

$325

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COIN MACHINE REVIEW
95
FOR SEPTEMBER 1947

Announcement

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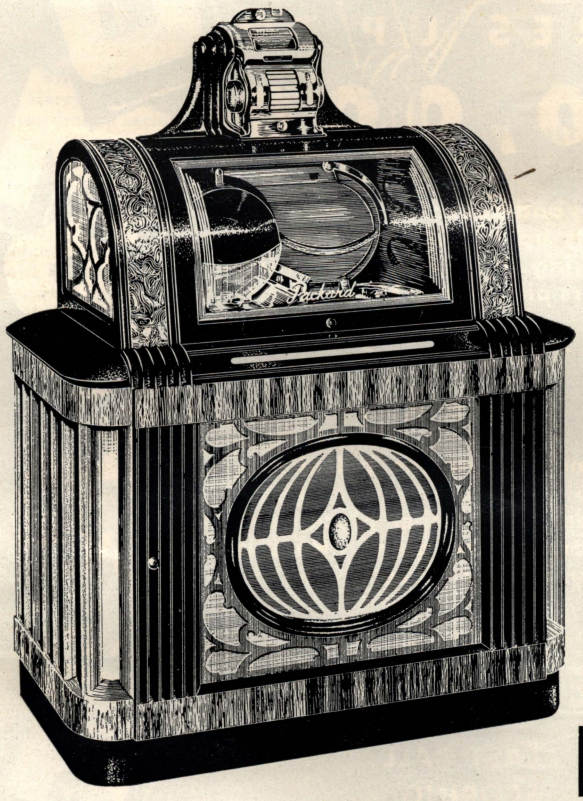

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COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c guaranteed heavy paper, 75c thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

MILLS CLOCKS REPAIRED

$5.00. Fifteen rebuilt Clocks, $5.50. Cash Boxes, $10.00 dozen; 100, $50.00. Brass no-value Checks, Penny, Nickel, Dime, Quarter, $2.50 M. COLEMAN NOVELTY, Rockford, Ill. (JAS-P)

USED MILLS SLOTS

5c Bonus, $137.50; 10c Bonus, $147.50; 5c Blue Front, $97.50; 5c Brown Front, $107.50; 10c Gold Chrome Bell, $160.00; 25c Dragon Head, $49.50; 25c Black Front Special, $150.00. Automatic Coin Machine Corp., 338 Chestnut St., Springfield, Mass. (JAS-P)

CIGARETTE AND CANDY VENDING

Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. (FMA-P)

FOR SALE

ROLLDOWNS — Largest stock in Michigan. Immediate delivery out of stock at substantially reduced prices on *new* Premier Bowlo, Sportsman Roll, One World. KING-PIN EQUIPMENT COMPANY, 826 Mills Street, Kalamazoo, Michigan. (ASO-C)

BUBBLE BALL GUM

5/8 inch, 140 to pound, 45c pound in 500-pound quantities, 50c pound in quantities of 25 pounds or more. 1/3 deposit. BECKER VENDING SERVICE, 105-4 Dewey, Brillion, Wis. (TF)

USED MILLS SLOTS

5c Original Bonus, J.P.B., like new, $250.00; 10c Original Bonus, J.P.B., like new, $275.00; 25c Original Bonus, J.P.B., like new, $300.00; 5c Bonus, $137.50; 10c Bonus, $147.50; 5c Blue Front, $97.50; 5c Brown Front, $107.50; 10c Gold Chrome Bell, $160.00; 25c Gold Chrome Bell, $165.00; 25c Dragon Head, $49.50; 25c Black Front Special, $150.00; 5c Cherry Bell, $107.50. Automatic Coin Machine Corp., 338 Chestnut St., Springfield, Mass. (AS-P)

ARCADE OF NINETY MACHINES

Includes six Pokerinos and about one hundred Cards. All for two thousand dollars. CHET NOWAK, 78 Littlefield, Buffalo, N. Y. (ASO-P)

25% TO 40% DISCOUNT

Thirty Consoles. Request list. Want Wurlitzer 616 Star-Wheel, Rock-Ola Counter Models. COLEMAN NOVELTY, Rockford, Ill. (ASO-P)

FOR SALE

Complete Arcade, 78 pieces, all or part. Two Photomatics, six Wurlitzer Skee Balls. Also pin-balls. MIRIAM GERETY, 1105 - 19th St., Bakersfield, Calif. (S-P)

WANTED

Cigarette and 5c Candy Machines. State type and price in answering. FITZWATER CIGARETTE SERVICE, 3425 Cassia St., Boise, Idaho. (S-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

SCALES WANTED

Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

AGENTS WANTED

Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

NUT MACHINE OPERATORS

Sell French Fried Corn in your penny machines. People like it. It vends smoothly in machines. It is priced low. Free samples on request. Packed in 20-lb. cartons at 23c per lb. SUNPURE FOODS, P. O. Box 2406, Phoenix, Arizona. (A-P)

NEW AND PRECISION REBUILT

LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for free price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (SOND-P)

SMALL ROUTE

Twelve Thousand. Seventy-five hundred cash, balance two hundred per month. Fifty machines, twenty locations. July gross Nine Hundred. Phonographs, Rayolite guns, pin games, bowling games, slots, consoles. INES GAUSSOIN, Thirteen Sixteen Eye, Apartment One Hundred, Sacramento, Calif. (S-P)

ATTENTION STAMP MACHINE OPERATORS

I occasionally have folders available at greatly reduced price, bearing national advertisement. Send your name to receive such offerings. Multiple "10 in 1" folders (no ad) available at 49c in lots of 25M. Large stock, both used and new stamp machines. STAMP MACHINE OPERATORS SUPPLY CO., 312 Asbury Ave., Evanston, Ill. (S-P)

HIGHEST QUALITY BUBBLE BALL GUM—

140 count, 40c pound, 500 pound lots; 45c pound, smaller quantities, 100 pound minimum, third deposit. Write for low prices on best grade Boston Beans, Virginia blanched peanuts. Will buy any make vending machine in good condition. AUTOMATIC SALES, 440 Park, Beaumont, Texas. (S-P)

SPECIAL

One reconditioned Peanut Vendor and 5 lbs. of Peanuts all for $8.50, or one reconditioned Ball Gum Machine and 1000 Balls of Gum for $10.00. One-third deposit, balance C.O.D. T. O. THOMAS COMPANY, Dept. C., 1572 Jefferson St., Paducah, Ky. (SON-P)

BALL GUM

5/8" size, assorted colors, 140 balls to pound, 60c lb. in 25 lb. cartons, 5 carton lots, 55c lb.; 10 carton lots, 50c lb. Used Ball Gum machines, $2.50 and up. VARIETY SALES, 1058 N. Rockwell St., Chicago 22, Ill. (S-P)

FOR SALE

Shipman Stamp Venders. 3 double tens; 3, 5 and 10's. Perfect condition, only slightly used. All 6 for $120. J. M. McWilliams, 697 Arlington Avenue, Berkeley, California. (S-P)

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September, 1947

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COIN MACHINE REVIEW 97 FOR SEPTEMBER 1947

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616	90
412	60
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Special Wurlitzer Victory 600	100
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1947—Model 1422	500
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Premier	190
Playmaster Hideaway	175
Standard DeLuxe	150

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9800	$275
9800 (Cut down)	325
8800	265
8800 (Cut down)	300
Classic	200
Vogue	175
Regal	175
Crown	175
Mayfair	125
Colonel	200
Major	225

OTHERS

Special Aireon—1946 Model	$450
Packard Hideaway—1946	250
Mills	100

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Seeburg Wireless B.O.M.	25.00
Seeburg 3-Wire B.O.M.	20.00

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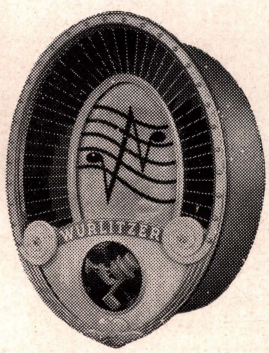

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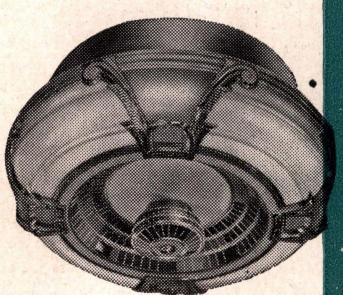

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WITH

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For Free-Play Territory

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month — year after year — and out-earn all other coin machines.

Now the famous TRACK ODDS is available with TOKEN AWARDS for use in Free Play territory. Tokens are vended for free play and amusement purposes only.

TRACK ODDS IS CONVERTIBLE FROM TOKEN TO CASH PAY

And here is something else brand new and just added within the past 30 days — a new CHECK SEPARATOR. Another reason why BUCKLEY TRACK ODDS are even more profitable to operate than any operator has ever hoped for.

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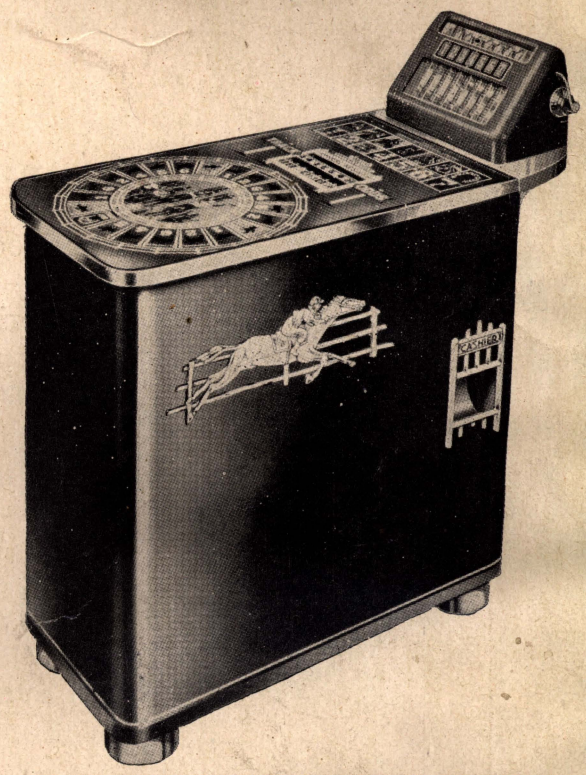

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